Alena Sergeenko, Product Designer

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About

Product designer with 3 years of experience designing mobile apps and web services in fintech, EdTech, ride-hailing and B2B: from breaking down the problem and user journey to prototypes, final UI and support through development. Worked on inDrive (400M+ installs), eToro (40M users) and Fluently (1M+ downloads).

I use **AI tools** to streamline the design process and speed up UX work: research, copy iterations and quick exploration of design options.

Experience

Nov 2025 – present

Product Designer, Orion Soft

Designed B2B platforms for enterprise IT infrastructure: AI security, Kubernetes, DevOps. Launched features from scratch, redesigned complex admin flows and built a documentation portal for 7 products.

Impact: –30% time on key admin flows; 25% fewer documentation-related support requests; features shipped in releases of 4 products.

Apr 2024 – Jun 2025

Product Designer, inDrive

Redesigned onboarding in the taxi driver app: a “First steps” checklist, training during document verification, application status in messages and a home screen with a single “Go online” button. Ran a workshop with PM, operations and support, 10 in-depth interviews and two rounds of usability testing.

Impact: +15% of drivers went online within the first 24 hours; +9% first-week retention; –22% churn during document verification.

Jul 2023 – Mar 2024

Junior Product Designer, eToro

Designed and iteratively improved the Investor Portfolio section in the mobile app: shipped new features, simplified key flows and maintained the design system.

Impact: –21% time to first trade; +4% D30 retention among new users; 25% fewer support requests related to mode switching.

Education

2024 Digital Design, BA, CCCU, Cyprus

2024 Human Resource Management, BA, Russian State University for the Humanities (RSUH), Moscow

2021 UX/UI Design, Yandex Practicum

Skills | Tools | Frameworks

UX research
CJM
User flows
Usability testing
Prototyping
Web & mobile
Design systems
Product thinking
Metrics & A/B testing
Stakeholder management
Developer handoff

Figma
Jira
Confluence
Amplitude
Mixpanel

JTBD
RICE
HEART
North Star Metric
Accessibility (WCAG)