Oleksandr Taranukha
Product Designer

As a Product Designer with 7+ years of experience, I specialize in creating seamless, user-centric digital experiences across web and mobile platforms. My design process is rooted in data-driven research, a strong understanding of business goals, and close collaboration with cross-functional teams. I take pride in solving complex problems through elegant, scalable design solutions.

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WORK EXPERIENCE

Product Designer – Bubibo
📍 Ukraine | 📝 Feb 2023 – Present

- Led end-to-end UX and UI design for a veterinary information system serving clinics and pet owners
- Conducted competitor analysis, user research, prototyping, and user flow design
- Defined design approaches for app launches and owned design implementation
- Supported platform scaling through hypothesis testing, interviews, and simplification of complex flows
- Integrated AI to accelerate design workflows through data analysis, UX evaluation, and information architecture exploration
- Collaborated closely with developers, PMs, BAs, and QA to ensure high-quality product delivery

Product Designer – Helsi
📍 Ukraine | 📝 Mar 2021 – Jan 2023

- Designed a nationwide eHealth system used by clinics and patients across Ukraine (web, mobile)
- Created adaptive UI components and user flows based on extensive research and usability testing
- Contributed to product iterations through competitive analysis and market feedback
- Built and scaled a component-based design system to unify product experience
- Worked closely with development, product, and analytics teams to maintain alignment on goals and delivery

Product Designer / I-teka
📍 Kazakhstan | 📝 Mar 2020 – Mar 2021

- Designed web applications and internal CMS tools from concept to implementation
- Conducted A/B testing, UX reviews, and success metric evaluations to validate product hypotheses
- Led interface design improvements based on customer interviews and competitor benchmarking
- Defined development-ready design specs and collaborated with engineers for precise delivery

UX/UI Designer / Simtu
📍 Russia | 📝 Nov 2018 – Mar 2020

- Delivered cross-platform designs for commercial websites, mobile apps, and promotional landing pages
- Applied user analytics, business objectives, and technical limitations to design decisions
- Created hi-fi and lo-fi wireframes, user flows, and interaction mockups
- Formulated hypotheses and validated them through QA testing and user feedback loops

EDUCATION

Generative AI: The Future of UX UI Design
SkillUp /2025

UX Patterns
Smart Interface Design /2023

Product design
Bang Bang Education / 2023

UX design
SkillBox / 2020

Figma 2.0
SkillBox / 2020

Individual Qualification
Google Analytics /2019

Interface Design
Coursera / 2019

UX Analytics
SkillBox / 2017-2018

SKILLS

- Design Systems & Atomic Design
- Responsive Web & Mobile Design (HID, GMD)
- UX Research (qualitative, quantitative)
- Interaction Design & Microinteractions
- Usability Testing & Data Interpretation
- Prototyping, Wireframing, and UI Animation
- Data-Driven Product Thinking

TOOLS

- Figma, Adobe Photoshop & Illustrator, Miro, AI tools
- Google Analytics, Google Optimize, Hotjar
- HTML & CSS (basic for handoff and QA)