



Alena Slastnikova

Product Designer
(B2B/B2C, UX research,
AI-assisted analysis)

Phuket, Thailand (open
to relocation and remote)

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Socials

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Languages

English
Professional working

German
B1 - B2

Russian
Native

About me

UX/UI Designer and Researcher with 5+ years of experience designing web and mobile products for both B2B and B2C platforms. Worked on products in industries including real estate, warehouse management, product traceability and labeling systems. Experienced in end-to-end product design — from user research and user flows to high-fidelity UI and developer handoff in Figma.

Conducted user interviews and usability testing, created discussion guides, analyzed research findings, and translated insights into product decisions. Collaborated in a cross-functional team of 30+ people, including developers, analysts, product managers, engineering managers, business stakeholders, marketing, and implementation teams. Currently based in Thailand and open to international opportunities.

Key Competencies

- Product Design
- Full Product Ownership
- Stakeholder Management
- Cross-functional Communication
- User Interviews
- Usability Testing
- Prototyping
- Wireframing
- Responsive Design
- Web Design
- Mobile Design
- User Flows
- Interaction Design
- System Level Thinking

Work experience

May 2026 - Jul 2026

Thailand

Product Designer (freelance)

Toi_b Software Development

- Designed a mobile wishlist application from scratch for users in Kazakhstan and Central Asia.
- Defined user flows, clarified product requirements, created the visual identity, and built a reusable component library.
- Collaborated directly with the founders and developer throughout the MVP design process

Portfolio

Aug 2021 - Feb 2026

Russia

Product Designer

K Kontur Software Development

- Designed and launched from scratch, or redesigned, 6+ B2B and B2C products across real estate, e-commerce, and other domains for both desktop and mobile platforms.
- Collaborated in a cross-functional team of 30+ people, including product managers, developers, analysts, marketing, business stakeholders, and implementation teams.
- Managed communication with stakeholders, gathered business requirements, aligned design solutions, and conducted product demos
- Conducted user interviews and usability testing, using research insights to shape user flows and product roadmaps
- Initiated redesign of a legacy user flow that enabled users to complete the process independently and reduced support team workload.
- Designed an onboarding experience that reduced the workload of support and implementation team by 35%.
- Developed and maintained component libraries and design systems, improving consistency and increasing the design team's efficiency by 20%.

Feb 2021 - Aug 2021

Russia

UX researcher

Palex Group Inc. Translation and Localization

- Conducted user interviews in English with B2B clients to better understand their workflows and identify opportunities for deeper platform integration
- Gathered research insights and presented findings to stakeholders
- Shaped the product roadmap and future platform development based on research findings and collected data

Education

GeekBrains
Layout for web designer (HTML/CSS)
Mar - Apr 2022

WDI Design School
UX/UI Design certificate
May - Sep 2020

Novosibirsk State
Technical University
BA in International Relations
Sep 2009 - Jun 2014

The AI-Driven Designer
LinkedIn Learning Course
Issued Apr 2026