

Alicia Trunova

Senior Product Designer

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SUMMARY

Senior Product Designer with 6 years' experience, now at Avito — the world's largest classifieds platform (72M monthly users). I own the real-estate storefront — home, search, filters, map — and lead the map redesign: the surface used by **20% of daily users**, the vertical's biggest bet, shipping 2026.
Proof: **+38% organic traffic** from an SEO rebuild; a developer-trust system that became the face of **2 national ad campaigns**; an internal hiring tool that cut a **40-minute task to one minute (4,000+ hours/year saved)**. I work close to the data and the build, using AI daily to ship faster with fewer hand-offs.

EXPERIENCE

Senior Product Designer — Avito Real Estate ex-OLX Group 2024 – Present

World's largest classifieds platform, 72M monthly users, 40M in Real Estate. I own the storefront — home, entry points, search, map: from first search to first listing.

- Leading the real-estate map redesign — the vertical's biggest bet: replatforming a 7-year-legacy surface to grow target buyers (the company's north-star) and open it to ad revenue. Ships 2026.
- Built the map's base layer in JSON with AI from documentation, collapsing rounds of engineering iteration; plus **fixed a 3-month bug** hiding paying property developers' names.
- Designed Avito's new global header — now live across the entire site; shipped by the horizontal team mainly on my design.
- Drove traffic and conversion with formats the category had never used — story quizzes, an illustrated housing series: **+11% DAU, +19% interactions**; won back **17% of active users** browsing property on competitors' apps.
- Rebuilt Real Estate SEO — page architecture, FAQ, UGC, data enrichment: **+38% Google organic visits**.
- Designed Trust Index and a verified-review system — **540K verified reviews against a 420K target**; both featured in two national TV campaigns.

Product Designer — Avito HR Tech ex-OLX Group 2022 – 2024

Rebuilt Avito's internal hiring platform from spreadsheets and email into one product for hiring and management teams — running my own research, discovery and copy.

- Cut hiring-request filing **from 40 to 1 min** — 26 mandatory fields down to 2: 3,656 requests in 2025 (**>95% of hiring**); **7.5/10** across 220 pilot users.
- Designed role-specific offer-approval flows saving **4K+ person-hours/year** — 75% of Avito offers ran through the platform in 2025 (95% by year-end); **2,636 hires** processed.
- Co-led the Avito People redesign — four core pages onto the new design system in a quarter; built a "Pulse" summary and a reusable nav other teams adopted.

Interface Designer — Techwings 2020 – 2022

Shipped 10 product MVPs for US, EU and Australian startups as the sole designer — idea to dev handoff, component libraries from scratch. Domains: Travel, Edtech, Proptech, Delivery, Computer Vision.

SKILLS

Product Design, Strategy & Vision, Storytelling, Interaction Design, UX/UI, Design Systems, Prototyping, User Research (interviews, usability testing), Information Architecture, A/B Testing, Data- & SEO-Informed Design, Art Direction, AI-Assisted Workflow.

Tools: Figma, Principle, Rotato, Framer, Loom, Miro, Trisigma, Pathway, Claude, Claude Code, Codex, Krea.

LANGUAGES

English C1 · Spanish A1 · Russian Native · Ukrainian Native

EDUCATION

St. Petersburg ETU — BA, Intercultural Communication & Linguistics	2017–2021
Sobaka Pavlova — Information Expectations Module	2022
Bureau Gorbunov — Design, Management & Negotiations Lectures	2024
FAANG+ Careers — Art Direction & UI	2025