

ALEXANDRA KARPOVA

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Senior Product Designer | Warsaw, Poland | Open to Work

Senior Product Designer with **10+ years of experience** and a frontend engineer's background. That combination lets me take a complex data product from architecture to shipped interface without losing anything in translation. I've designed B2B SaaS, enterprise, fintech, and data analytics products, and cut dashboard build cycles from a week to two days at DataMola.

Frontend-fluent, with AI-assisted design in my daily workflow, I own the UX end to end and keep the judgment for myself.

EXPERIENCE

Co-Founder & Product Designer

Locu | Jan 2024 – Present | Warsaw, Poland

- Took Locu from a design-thinking exercise to a real habit-building app, now in development toward launch on iOS and Android. Own product direction, UX, the visual system, and brand identity.
- Designed around ritual and emotional framing rather than traditional productivity mechanics, a deliberate bet on retention over feature count.

Independent Product Designer & Brand Consultant

Freelance | Jan 2024 – Present | Warsaw, Poland

- Design and brand consulting for founders and small businesses, spanning visual identity, product, and app design. Recent work includes brand identity for a new tailoring atelier and app design support for former colleagues building their own products.
- Designed and launched a mobile-first educational product end to end: ran first-hand user interviews, turned the findings into a content strategy, and produced the course and its design myself.

Product Designer & Art Director

DataMola | Nov 2021 – Dec 2023 | Warsaw, Poland

- Designed dataMill, an AI/ETL developer tool, solo from information architecture to Alpha, working directly with the CTO. Made complex GPU infrastructure usable for both non-technical stakeholders and engineers.
- Led a design team of three and set quality standards, aligning designers and developers on a consistent visual language.
- Drove the company rebrand across logo, website, and social, supporting expansion into new market segments.

Product Designer & UI Engineer

DataMola | Oct 2019 – Oct 2021 | Minsk, Belarus

- Delivered business-critical frontend interfaces for a major US streaming platform (company name is under NDA) using Angular, D3, and Highcharts.

- Built scalable design systems with Angular Material for 10+ projects, cutting the dashboard development lifecycle from one week to two days.

Product Designer & Fullstack Engineer

IBA Group | Aug 2017 – Aug 2019 | Minsk, Belarus

- Led the architectural redesign of a legacy enterprise system for IBM, defining the information architecture with the Solution Architect.
- Shipped the first working MVP in a dual design and development role (Java, JavaScript), then took full responsibility for the complete rebuild.

Frontend Engineer & Interactive Designer

Netcracker | Apr 2016 – Aug 2017 | Minsk, Belarus

- Built a fully interactive 3D demo of a cloud-based telecom charging system for Mobile World Congress 2017 in Barcelona.
- Self-taught THREE.js to model the 3D objects and real-time animations, which drew significant attention at the event.

Web Designer

Malinero Kuri | Nov 2015 – Mar 2016 | Minsk, Belarus

- Designed websites and brand identities for B2C clients, from logo to full page layouts.

Designer, UI/UX Specialist

PROGNOZ | May 2013 – Oct 2015 | Minsk, Belarus

- Designed data-driven platforms and analytical dashboards for government clients in Belarus and Turkmenistan.
- Translated complex datasets into clear, decision-ready interfaces within public sector constraints and multi-stakeholder environments.

EDUCATION

Bachelor's Degree in Web Design & Programming

Belarusian State University | Sep 2011 – Jun 2016 | Minsk, Belarus

CERTIFICATIONS

Google UX Design Professional Certificate — Coursera, Nov 2025

Mobile App Design — SKVOT, Nov 2021

Art Direction — SKVOT, Dec 2020

DOMAINS

B2B, SaaS, Enterprise Software, Data Analytics, GovTech, FinTech, Media/Streaming Tech, EdTech, Branding

SKILLS

Primary: Product Design, UI/UX Design, AI-Assisted Design, Interaction Design, Design Systems, Information Architecture, Wireframing, Prototyping, Data Visualization, Usability Research, User Journey Mapping, Agile Development, Data Analysis

Secondary: Project Management, Product Ownership, HTML, CSS, JavaScript, Angular, Angular Material, THREE.js, Highcharts, D3, Flutter, Git

SOFTWARE

Figma, Framer, Adobe Creative Suite, VS Code, Notion, Jira, Asana, Claude Code, macOS

SOFT SKILLS

Problem-Solving, Managing Ambiguity, Cross-Functional Collaboration, Creativity & Ideation, Empathy, Accountability, Conceptual & Critical Thinking

LANGUAGES Russian — Native | English — C1 | Polish — A2