

# Alex Semenov

## Product Designer | UX/UI Designer

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### PROFILE

Product Designer with 4 years of experience focused on building scalable SaaS and digital products for web and mobile environments, working across discovery, MVP definition, and production. Experienced in translating ambiguous product requirements, user needs and technical constraints into clear, usable experiences, with a strong emphasis on information architecture, accessibility, and system consistency. Background in Industrial Design brings systems-thinking and human factors approach to problem solving, while leveraging AI workflows to accelerate iteration and improve design efficiency.

### PROFESSIONAL EXPERIENCE

#### Product Design Consultant | OrcaHub

*September 2022 - Present*

- Facilitated a rapid design workshop with accessibility experts, launching an AI-assisted reading platform that applies WCAG 2.2 principles to support users with dyslexia and literacy challenges, processing 25,000+ words in its first week.
- Designed and launched Logomatch, a B2C web application enabling users to generate brand logos in under 10 seconds, leading product design from initial concept and MVP definition through to application development and deployment.
- Conducted usability audits and user flow analysis for SaaS and web products, identifying critical friction points and delivering actionable improvements such as resolving 8 critical usability issues affecting conversion and task completion.
- Improved client website performance through UX redesign, SEO-informed content structure, WCAG accessibility enhancements and conversion-focused user flows, contributing to a measurable 80% increase in traffic growth.
- Collaborated with clients across nonprofits, SaaS startups, and local businesses, contributing to both early-stage product definition and late-stage design refinement, translating business needs into practical UX solutions.

#### UX/UI Designer | EVENforONE

*April 2025 – May 2026*

- Led end-to-end product design for BridgeONE, a SaaS web platform connecting vulnerable users with trauma-informed service providers, structuring multi-role experiences for clients, service providers, and platform administrators.
- Translated complex requirements around privacy, WCAG accessibility, and sensitive user data into clear, usable flows, reducing friction in key actions such as applying for support services, ensuring a 10-20 second service application time.
- Defined core user journeys in an ambiguous problem space, balancing user needs, organizational goals, and technical constraints, advocating for privacy-first UX patterns, shaping how sensitive user data is handled across the platform.
- Collaborated closely with developers and stakeholders to align design decisions with platform architecture and operational requirements, ensuring technical feasibility and reducing implementation ambiguity.

#### UX/UI Designer | BrainStation

*February - May 2024*

- Designed MyFlowstate, an iOS productivity app, leading end-to-end product design from discovery through validation, defining core user flows, information architecture, and interaction patterns, building high-fidelity prototypes in Figma.
- Synthesized insights from user interviews and 10 usability testing sessions to iteratively refine the core user flow, consolidating 5 information-dense screens into an efficient single-screen experience by using progressive disclosure.
- Led design direction during a 24-hour industry hackathon, developing an AI-powered Shopify customer support plugin and delivering a functional MVP prototype under extreme time constraints.
- Delivered an award-winning solution recognized for innovative use of emergent AI technology, strong alignment with business goals, user needs, technical feasibility and projected 25% increase to business revenue through automation.

**Junior Industrial Designer | Studio Anony**

*June 2023 - January 2024*

- Contributed to end-to-end product development for 15+ B2B and B2C projects, translating user needs and business requirements into manufacturable design solutions from concept ideation through to prototyping and production.
- Collaborated with cross-functional teams and external stakeholders to balance user experience, technical feasibility, and production constraints, ensuring designs were functional and viable, contributing to successful project outcomes.
- Applied human-centered design principles and structured problem-solving to address complex design challenges, developing a strong foundation in systems thinking, detail orientation, and iterative design processes.

**SKILLS**

**Product & UX**

End-to-End Product Design, Product Discovery, Information Architecture, User Research, Usability Testing, User Flows, Wireframing, Prototyping, Accessibility (WCAG 2.2), Design QA, Workshop Facilitation.

**UI & Systems**

Responsive Design (Web & Mobile), Design Systems, Visual design, Interaction Design (IxD), Typography, CMS.

**Tools**

Figma, Figma, Figma Make, Sketch, Framer, Adobe Creative Suite, Miro, Jira, GitHub, AI-assisted Design Tools, LovableDev, Claude Code, Basic HTML/CSS.

**EDUCATION**

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|-----------------------------------------------------------------------------------------|-------------------|
| <b>Diploma in UX/UI Design</b> - BrainStation, Toronto, ON.                             | <i>May 2024</i>   |
| <b>Bachelor’s Degree in Industrial Product Design</b> - Sheridan College, Oakville, ON. | <i>April 2022</i> |
| <b>Visual Arts and Design Diploma</b> - Sheridan College, Oakville, ON.                 | <i>April 2018</i> |

**CERTIFICATIONS**

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|-------------------------------------------------------------------------------------------------|----------------------|
| <b>WCAG Compliance: Web Accessibility Best Practices</b> - Coursera, Oakville, ON.              | <i>August 2026</i>   |
| <b>Web &amp; Mobile Design: UI/UX, Figma, User Interface, HTML / CSS</b> - Udemy, Oakville, ON. | <i>January 2025</i>  |
| <b>Product Management Certificate</b> - BrainStation, Toronto, ON.                              | <i>July 2024</i>     |
| <b>ACIDO Associate</b> - Association of Chartered Industrial Designers of Ontario.              | <i>November 2022</i> |