

Alex Kontsevych

Senior Product Designer

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SUMMARY

Senior Product Designer with 8 years across AI products and SMB SaaS. Worked with many early-stage and growth-stage startups, including several AI-first. I design AI features that need to earn trust before users hand the model real authority. Currently at Semrush (acquired by Adobe in 2026), shipping AI Replies, HIPAA-compliant AI, onboarding, and user activation.

WORK EXPERIENCE

Senior Product Designer, Semrush Local team Aug 2023 – Present
Semrush (acquired by Adobe in 2026) Wrocław, Poland

- Designed AI Replies, auto-replying to Google reviews using AI. Reply rate 35% to 68% over 12 months, 92% retention, 46% activation during onboarding. Response time 6 days to 2 hours.
- Owned prompts directly with backend engineers across 3 dimensions: tone tuning, context comprehension, and token economy. Scaled feature to ~3,000 weekly active users.
- Designed self-verification pattern for HIPAA-compliant AI Replies (shipping 2026). Two-pass approach: model regenerates output if compliance check fails.
- Redesigned Local onboarding into an internal best-practice example at Semrush (time-to-value 7-10 days to ~20 hours). Designed Growth Actions, which became the execution layer for the Google Business Profile AI Agent.
- Designed lifecycle emails as product features, not marketing. 60-70% open rate, 6-11% CTR (top decile vs SaaS averages of 20-25% / 2-3%).

Senior Product Designer Sep 2022 – Aug 2023
Massive (AI-powered job search, featured on Product Hunt) New York, US (remote)

Designed Auto Apply (AI-powered job search that finds and auto-applies to jobs) and its onboarding flow, which converted 84% to paid. Built with a 4-person team; product reached \$140k MRR within a year.

Senior Product Designer (formerly Design Manager) Oct 2018 – Aug 2023
Qubstudio Lviv, Ukraine

- Designed products for 15+ venture-backed startups (Y Combinator, 500 Startups). Average client NPS 9.2. Included AI startups: Wade & Wendy (AI recruiting, acquired by PandoLogic) and BERA.ai (AI brand intelligence).
- Helped lead BERA.ai redesign as sole designer for 1.5 years across 6 product surfaces. Customers included Coca-Cola, Nike, Pepsi. Restructured platform around user jobs.
- Spent 1.5 years as Design Manager mentoring a team of 8 (11 total over my tenure). Squad maintained highest designer eNPS in the company (8.6 vs company average 7.1).
- Led Qubstudio's Dribbble account presence (Sep 2020 – Jul 2022).

Founder, Product Designer Apr 2021 – Dec 2022
Emaily (AI-assisted email writing) Side project

Founded AI email writing tool before ChatGPT existed. Built, launched, then shut it down when ChatGPT made the product irrelevant. Published public post-mortem.

Product Designer Jan 2018 – Oct 2018
Cerera Technologies Lviv, Ukraine

Designed UX for self-checkout machines and POS terminals used by ~1.7M people globally.

SIDE PROJECTS

Almost daily Claude Code user. Build custom skills for design workflow and ship personal products on weekends.

SKILLS

AI design · Prompt engineering, trust patterns, model behavior, prompt-as-design-surface workflow.

Data · BigQuery (SQL), Hotjar, session replay, Mixpanel.

Design · Figma, Framer, design systems, user activation, onboarding, growth, end-to-end product design, cross-functional leadership.

Daily AI tools · Claude Code, Claude, Claude Design, Figma Make, Gemini.

EDUCATION

Junior Specialist, Software Development

Technical College Lviv Polytechnic · 2013 – 2017

Reforge — AI Strategy, Retention + Engagement, Product-Led Growth, Consumer Subscription Growth · 2023 – 2026

Generative AI for Product Managers, GoPractice · 2024

AWARDS

TIM project: 1st place at Ukrainian Design "Very Best Of" (2020) and ADC*UA Shortlist for UX/UI Design (2020).

LANGUAGES

English (professional), Ukrainian (native), Russian (native), Polish (A2).