



Alyona Flak | Product Designer | Copenhagen, DK

[My portfolio](#)

alyonaflak@gmail.com

Digital Product Designer with over 6 years of experience in B2B SaaS and B2C products in the various domains: Maritime Tech, Retail, EdTech etc.

SKILLS

Languages

English – fluent

Ukrainian – native

Danish – basic

CERTIFICATIONS

Projector Institute'24

UX Strategy Workshop

Projector Institute'23

AI for Product Creation

Projector Institute'22

Product Design

EPAM'20

UX/UI Design Lab

WORK EXPERIENCE

Senior UX Designer @ Maersk

Oct'25–current

👤 Key Initiatives:

- Exploring AI tools for prototyping to accelerate the feedback loop
- Leading the design of the amendments module
- Integrating user feedback into the product development process

Responsibilities:

- Conducting user research, including interviews and usability testing
- Collaborating closely with Subject Matter Experts (SMEs) during the discovery phase
- Working with cross-functional stakeholders: product managers, tech leads, and platform architects to shape solutions
- Designing the user interface for the module

Product Designer @ Danelec

Aug'24–Oct'25

👤 Achievements:

- Led the full redesign of the vessel performance web platform to improve usability
- Created a refreshed Design System with a frontend engineer, reducing hand-off time by 50%
- Built a user feedback loop through Customer Success teams and in-app feedback collection, increasing user-driven roadmap initiatives from 0 to 30%

WORK EXPERIENCE

Product Designer @ Atobi

Apr'22–Jul'24

Achievements:

- Increased mobile app adoption by 7% through gamified learning
- Introduced usability testing and design QA into the development cycle
- Led the design of a native content creation feature that replaced an external CRM and was widely adopted
- Built a Design System from scratch in collaboration with engineers, reducing hand-off time

Experience Designer @ EPAM

Oct'20–Apr'22

Achievements:

- Redesigned marketplace for software solutions, which resulted in 25% increase of solution requests
- Guest lecturer at “Platea” design community events
- Contributed to “epamdesignkyiv” Telegram channel with over 1000 followers

Visual Aids Associate @ PwC

Mar'19–Oct'20

Achievements:

- Designed pitch decks for internal consultants
- Managed team of 7 designers, assisted in communication with consultants
- Designed internal website for announcements

EDUCATION

Bachelor Degree in Law

Sep'15 – Jun'19

Ivan Franko National University of Lviv