

# Arina Hrynkevych

## Product Designer

Kraków, Poland · [arina.hrynkevych@gmail.com](mailto:arina.hrynkevych@gmail.com) · [LinkedIn](#) · [Portfolio](#)

### SUMMARY

Product Designer with 6+ years of experience designing B2B and B2C products in retail, healthcare and e-commerce. I turn customer insights into shipped solutions with measurable business impact, contribute to product strategy, and use AI tools to improve the quality and speed of design work.

### EXPERIENCE

Product Designer · ALDI

Nov 2023 – Present

- Designed and shipped **"Add to cart" directly from the digital leaflet**, based on a pattern found in session recordings and validated with heatmaps, competitor analysis and interviews; **overall sales grew by 5%** in the first month.
- Delivered a major product release with **0 post-launch UX change requests**, reducing delivery risk and accelerating adoption.
- Contributed to a **30% reduction in support requests** related to product workflows through iterative research and usability improvements.
- Owned end-to-end design across multiple initiatives, from discovery and research to delivery, Design QA and iteration, partnering with PMs, engineers, analysts and stakeholders on strategy and prioritization.
- Mentored **2 Junior Product Designers** through design critiques, reviews and process improvements.
- Use AI alongside research with real users: interview synthesis, A/B and funnel analysis, rapid prototyping and Design QA.

UI/UX Designer · SII for Roche

Oct 2022 – Nov 2023

- Reduced **average task completion time by 23%** through iterative usability testing and research-driven improvements.
- Reduced **design rework by 25%** by aligning shared UX standards and Design System practices across products.
- Led discovery workshops and customer research across **5 laboratory applications**, defining product direction with PMs, engineering and domain experts.
- Presented research findings and design recommendations to stakeholders.

Product Designer · COOLSPORT (Supersklep.pl)

May 2020 – Oct 2022

E-commerce marketplace for sneakers, streetwear, skate and snowboard gear, selling in 9 countries

- Redesigned the site navigation: **average time on task dropped from 22 to 12 seconds** and **task success rate grew from 80% to 94%** in before/after usability tests.
- Ran a Hotjar survey of **966 users** that showed 73% didn't know about the daily "Super Chance" deal; brought it into every menu category on desktop and mobile.
- Validated hypotheses with user interviews, usability testing, surveys, Hotjar heatmaps and recordings, and A/B testing.
- Introduced new design workflows that improved team productivity by 40%.

### SIDE PROJECT

UX Designer · Kyivstar

2023 · 4 months

UX research for the online store of Ukraine's largest mobile operator

- A survey of 80 people, 5 in-depth interviews and a customer journey map shaped the eSIM purchase flow and new store entry points; launched with a marketing campaign, they lifted **starter pack purchases by 30%** and awareness of buying online **from 20% to 60%**.

### EDUCATION

|                                                            |             |
|------------------------------------------------------------|-------------|
| UX Design Course · Projector Institute                     | 2021 – 2022 |
| Graphic Design · Ukrainian Academy of Print and Typography | 2015 – 2017 |

### CERTIFICATIONS

|                                                         |      |
|---------------------------------------------------------|------|
| AI for Product Designers · Projector Institute          | 2025 |
| Design Patterns for AI Interfaces · Projector Institute | 2024 |
| Figma Components · Projector Institute                  | 2023 |

### SKILLS AND LANGUAGES

| Research                                                                           | Design                                                           | Tools and AI                                                                                                                            | Languages                                   |
|------------------------------------------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| User interviews, surveys, usability testing, A/B testing, heatmaps, analytics, CJM | Information architecture, prototyping, design systems, Design QA | Figma, FigJam, Miro, Hotjar, Google Analytics, Jira, Confluence, ChatGPT, Claude, Claude Code, Cursor, Figma AI, Figma MCP, Lovable, v0 | English C1<br>Polish C1<br>Ukrainian native |