

Svetlana Putko

UX / Product Designer

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About

UX/Product Designer with an MSc in Human-Computer Interaction and a background in research, visual design, and complex software. My work spans product discovery, interaction design, prototyping, and AI-assisted development, with a focus on complex workflows and human-AI interaction.

Education

MSc in Human-Computer Interaction

University of Trento, Italy

BA in Graphic Design

Moscow State University of Electronics and Mathematics

UX Design Certification

Technion - Israel Institute of Technology

Languages

English	Fluent
Russian	Native
Hebrew	Professional
Italian	Beginner

Work Experience

Sole Product Designer

Ionta | 2026-Present

- Took Ionta, a client communication product for freelancers, from early discovery to a working MVP as the sole product designer in a small team.
- Defined core workflows, information architecture, and UI, using AI-assisted development to build and test functional features.

UX Researcher & Designer

INTAMT, Germany | 2022-Present

- Coordinated UX work across grant-funded projects, briefing external partners and developers and following implementation through delivery.
- Designed DZNX, an entrepreneurship support platform, from user research and testing through information architecture, user flows, wireframes, UI, and developer handoff.
- Designed and tested DAPA, an AI-assisted browser extension for media literacy; contributed to a 36-participant pilot where DAPA users showed a 30% increase in detecting biased or misleading content versus the control group.

Research Assistant - Social & Cognitive Psychology

University of Trento | 2021-2022

- Ran social psychology studies using eye-tracking, questionnaires, and behavioral tasks, including participant sessions, data collection, and analysis; prepared experimental materials and literature reviews.

Freelance Visual & Motion Designer

Independent | 2016-2022

- Produced motion design and video content for campaigns involving BMW, Danone, and Strauss Group, working with agencies, production teams, brand representatives, and direct clients.
- Led selected projects from brief to final delivery, including concept development, storyboarding, editing, animation, and production.

Product Specialist & UX QA Lead

Avid | 2014-2016

- Worked on professional real-time broadcast graphics software from early development through release as the sole usability tester and product specialist.
- Worked directly with beta users and developers, turning feature requests, workflow problems, and test findings into product changes; tested features and fixes in real broadcast workflows.

Skills & Tools

Product & Research

Product discovery
Information architecture · User flows · Interaction design
Prototyping · Service blueprinting
User interviews · Usability testing · Mixed-methods research · Behavioural research · Eye-tracking

Collaboration & AI

Requirements definition · Stakeholder coordination · Team facilitation · Workshop facilitation · Developer collaboration
Human-AI interaction · Designing AI features · AI-assisted research · Functional prototyping with AI · LLM workflows

Tools

Product & AI: Figma · VS Code · Claude Code · ChatGPT · Git · GitHub · Webflow
Visual: After Effects · Photoshop · Illustrator · Premiere Pro
Research: Miro · Dovetail · Hotjar · Google Analytics