

Hanna Halavan – Product Designer

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Summary

I'm a Product Designer with 7+ years of experience turning business goals into measurable UX improvements in B2B, edtech, and mobility. I bring a strong technical foundation and systems thinking, partnering closely with engineers to ship consistent, scalable solutions. Strengths include design systems, rapid prototyping, clear user flows, and high-craft UI execution.

Key skills: UI/UX Design • Web Design • Interaction Design • Design Systems • Information Architecture (IA) • User Flows • Rapid Prototyping • Developer Handoff • QA & Implementation Review • Agile & Cross-functional Teams • UX Research • Usability Testing • Component Libraries • Cross-platform Design (Web, Mobile) • Generative AI • HTML/CSS/JS

Tools: Figma • Webflow • Readymag • Miro • Notion • HotJar • Microsoft Clarity • Google Analytics • SharePoint • Photoshop • Illustrator • After Effects • ChatGPT • Midjourney • VS Code • Cursor

Work experience (7+ years)

Product Designer

2022 - present

Vention, Warsaw, Poland (Hybrid)

Global B2B software development company

- Owned end-to-end UX/UI work across web initiatives: user flows, wireframes, high-fidelity UI, responsive layouts, design system usage, developer handoff, and design reviews.
- Partnered with engineering and cross-functional stakeholders to ensure build accuracy, resolve edge cases, and improve implementation quality through reviews and QA checks.
- Built and scaled a Figma design system (reusable components, layout modules), increasing consistency and delivery speed; enabled redesign of a 200+ page website in 2.5 months.
- Improved site navigation usability, increasing desktop menu interactions by +12.7% and mobile by +16.8%.
- Shipped marketing/web experiences from prototype to staging using Webflow and Readymag.
- Website design recognized by [Awwwards](#), [Webby](#), [Readymag](#), and [Mindsparkle](#).

Product Designer

2022 - 2023

ZNZN, Warsaw, Poland (Remote)

Edtech startup, end-to-end product work

- Iterated rapidly on early concepts to validate usability and interaction logic under evolving requirements.
- Proposed and implemented UI/UX enhancements across the website to improve usability and user engagement, resulting in a 1840% increase in users within one year.
- Designed layouts and user flows for key features, including notes, flashcards, and personal profile.
- Produced branding and marketing materials, such as banners and motion graphics for digital campaigns.
- Analyzed user behavior using website monitoring tools to identify pain points and optimize the user journey.

Product Designer

2021 - 2022

Freelance project, Kyiv, Ukraine (Remote)

Remote team project for a national student competition platform

- Designed an interactive platform used by over 560,000 students, including dashboards and gamification elements.
- Developed a brand book and produced graphic assets, including illustrations, icons, social media content, print, and presentation materials.
- Redesigned UI components to align with the updated brand identity and improve visual consistency.

Product Designer

2018 - 2020

OOO Dexatservice, Minsk, Belarus (On-site)

Mobility service digital platform

- Designed end-to-end user interfaces for both the client-facing platform and the admin dashboard.
- Developed a new brand identity, including logo design, print design, and a scalable design system.
- Focused on usability and consistent visual design across the client website and internal dashboards.

Education

Belarusian State Technological University

2016 - 2020

Bachelor of Design of Electronic and Web Publications

Languages: English (C1) • Polish (B1) • Russian (native) • Belarusian (native)