

Hanna Halavan – Product Designer

annahlv.work@gmail.com – [LinkedIn](#) – [Portfolio](#) – +49 1520 664 6884 – Berlin, Germany (Chancenkarte visa)

Summary

I'm a Product Designer with 7+ years of experience delivering high-impact solutions across the B2B, EdTech, and mobility industries. Strong in translating technical requirements into clear user journeys, high-quality UI, and scalable systems that drive measurable product growth. Experienced in partnering with cross-functional teams on improving usability and engagement, delivering user-centered solutions that are aligned with brand standards, and supporting the fast pace of production.

Work experience (7+ years)

Product Designer

2022–present

Vention, Warsaw, Poland

Global B2B software development company, Growth team

- Improved top-of-funnel discoverability by redesigning site navigation and entry journeys (search, microsite subnavigation), increasing the share of users engaging with the menu by **+12.7%** on desktop and **+16.8%** on mobile; strengthened pathways to high-intent conversion flows (service pages, pricing calculator, contact form), supporting lead generation.
- Built and scaled a Figma design system (reusable components, layout modules, responsive patterns) that improved UI consistency and reduced design-to-dev time.
- Partnered with engineering on a CMS block system to translate design modules into reusable page-building components, accelerating delivery and enabling a complete rebrand rollout across a **200+** page website in **2.5** months.
- Owned end-to-end UX/UI across web initiatives, covering discovery, user flows, wireframes, high-fidelity UI, responsive layouts, and launch support.
- Collaborated with engineering and cross-functional stakeholders to ensure build accuracy, resolve edge cases, and improve implementation quality through reviews and QA checks.
- Designed and shipped animated pages using Webflow and Readymag, from prototype to production.
- Website design recognized by [Awwwards](#), [Webby](#), [Readymag](#), and [Mindsparkle](#).

Product Designer

2022–2023

ZNZN, Warsaw, Poland

End-to-end EdTech product focused on student learning tools

- Worked in an early-stage startup environment; enabled fast product launch by iterating on early concepts, validating hypotheses under evolving requirements, and building a design system in collaboration with developers.
- Proposed and implemented UX improvements that contributed to a **x18.4** user increase within one year, compared to an estimated x12 increase, thus optimizing time to market.
- Designed key features from scratch (notes, flashcards, profile, onboarding, widgets), focusing on user activation and retention by helping users discover and adopt learning features.
- Analyzed user behavior using session-recording tools to identify friction points and make data-driven decisions.
- Supported product growth with branding and marketing assets (banners, motion graphics) for digital campaigns.

Product Designer

2021–2022

Tvoy Hod, Minsk, Belarus

National student competition platform

- Delivered end-to-end interfaces for time-critical contest stages with evolving requirements and multiple user journeys.
- Shipped flows and UI for landing page, profiles, application forms, testing, track selection, team creation/management, tasks, achievements, and certification, under tight deadlines while keeping the experience coherent for **560K+** students.
- Built a design system to align with brand identity, communicate clearly with engineers, and increase delivery speed.
- Developed a brand book and produced graphic design assets (illustrations, icons, social media content, print materials, ads, presentations), ensuring consistent design language across web interfaces and visual assets.

Product Designer

2018–2020

Dexatservice, Minsk, Belarus

Mobility service digital platform

- Designed the end-to-end client experience (booking flow, payment, account management) to digitalize a previously agent-led process, enabling self-serve journeys and reducing manual handling.
- Designed admin dashboard (tables, navigation) to manage bookings and support tickets.
- Created a scalable design system and brand identity, including logo design, to support product growth.
- Focused on usability and consistent visual design across the client website and internal products.

Education & Skills

Belarusian State Technological University

2016–2020

Bachelor of Design of Electronic and Web Publications

Languages: English (C1) • Polish (B1) • German (A2) • Russian (native) • Belarusian (native)

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

Tools: Figma • HotJar • Webflow • Notion • Adobe CC • Midjourney • VS Code • Cursor