

Naomi Krenitsyn

UX/PRODUCT DESIGNER

Product designer with 5+ years designing SaaS platforms and data-heavy interfaces that make complex workflows feel simple. Brings together UX research, scalable design systems, and strong collaboration with product and engineering to deliver thoughtful, high-impact solutions.

EXPERIENCE

EverBright / Denver, CO / Product Designer
June 2023 - February 2026 (workforce reduction)

- Led end-to-end UX research and product design for a new SaaS reporting system used by EverBright installers, defining data requirements and enabling scalable analytics workflows.
- Designed and launched a self-service reporting dashboard with advanced filtering, visualization, and PDF exports, reducing support inquiries by 30%.
- Redesigned cross-platform onboarding (web + mobile) to streamline installer setup and installation workflows, increasing web-to-mobile conversion by 15%.
- Partnered with product managers and engineering to define product requirements, prototype solutions, and deliver iterative releases in an agile environment.

Assignar / Denver, CO / UX Designer & Researcher
March 2022 - February 2023 (workforce reduction)

- Owned UX design initiatives within a cross-functional product team building a cloud-based construction operations platform.
- Led mixed-method user research, including interviews, usability testing, and behavioral data, to uncover workflow friction and inform product decisions.
- Redesigned a high-friction onboarding step, improving completion rates by 15% and reducing user drop-off.
- Designed and shipped a third-party integrations experience, enabling customers to connect Assignar with key operational tools.

NOOM / Remote / UX Designer
March 2022 (1 month contract)

- Audited onboarding flows for Noom's subscription health platform to identify churn drivers and conversion barriers.
- Delivered UX recommendations and UI improvements that clarified progress milestones and increased onboarding retention by 5%.
- Conducted UX audits and heuristic evaluations, identifying 6+ friction points across key conversion paths.

Open Media / Denver, CO / UX & Graphic Designer
August 2020 - February 2022

- Led UX research and redesign projects for 10+ nonprofit clients, improving SEO performance, user flow clarity, and engagement.
- Directed the redesign of the company's flagship website, increasing new business inquiries by 22%.
- Created scalable design systems and visual guidelines for major clients including the Gates Family Foundation and Colorado Health Institute.

📍 Denver, CO

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EDUCATION

General Assembly

New York, NY

September–November 2018

UX Design Certificate

Bergen Community College

Online

July–September 2018

Intro to HTML5/CSS3 Certificate

Ramapo College of NJ

Mahwah, NJ

September 2014–May 2018

B.A. in Animation & Electronic Art

LANGUAGES

English (Native)

Russian (Native)

TOOLS

AI Tools

Dovetail

FullStory

Figma

Figjam

HTML/CSS3

JIRA

Miro

Sketch

Useberry

Wordpress

SKILLS

Cross-functional Collaboration

Data Visualization

Development Lifecycle

Design Systems

Interaction Design

Wireframing + Prototyping

Usability Testing

User Research (Qualitative + Quantitative)