Aleksandra Kabatliyska

Senior Product Designer

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About me

Senior Product Designer with 4+ years of experience designing scalable digital products across fintech, SaaS, and web platforms. Skilled in end-to-end product design from research and concept to delivery. Working closely with cross-functional teams to improve usability, consistency, and business impact.

With strong focus on design systems, user-centered design, and data-informed decision-making.

Skills

Product & UX

- UX/UI design
- Interaction design
- Design systems
- User research and resting
- Prototyping
- Personas and User journeys
- Information architecture

Tools

- Figma (Expert)
- Illustrator
- Photoshop
- HTML/CSS
- Firebase

Methods & Languages

- Design thinking
- Agile collaboration
- Data-informed design
- English – professional

Experience

Senior Product Designer – Ingenico

01. Sept. 2025 – present

Improving the UX/UI of the web platform for payment devices and services.

- Leading UI/UX improvements for a web platform supporting payment devices and services;
- Designed personas, journeys, wireframes, prototypes and high-fidelity UI;
- Collaborating with product managers, developers and stakeholders to deliver consistent and scalable design solutions;
- Enhanced usability and consistency through a structured design system;
- Improving user journeys based on research insights and business goals.

Lead Product Designer – Carista/Prizmos

01. Sept. 2021 – 28. Aug. 2025

Led UX/UI design for web and mobile products, including full rebranding.

- Built and maintained a scalable design system;
- Established and maintained a scalable design system, improving design consistency and team efficiency;
- Delivered complete design documentation for development teams, ensured smooth handoff;
- Planned and executed user research and usability testing;
- Collaborated with product, engineering, and marketing to shape strategy;
- Designed wireframes, prototypes, and final UI across multiple product stages.

Multimedia Designer (UX/UI focus) – Activtrades

12. Dec. 2016 – 30. Aug. 2021

- Designed web and application interfaces, including wireframes, prototypes and UI components;
- Partnered with UX teams on platform redesign projects, improving user experience and engagement;
- Created marketing and digital assets aligned with product/brand strategy;
- Contributed to UX improvements across trading platforms.

Digital Designer – Moby2 Ltd.

20. Apr. 2015 – 07. Nov. 2016

- Designed web interfaces, prototypes and graphic assets;
- Created newsletters, banners and PDF templates;
- Produced and edited video/audio materials.

Junior PR Assistant – PR Play Ltd.

01. Apr. 2012 – 31. Jul. 2014

- Media monitoring, press releases and event communication;
- Coordinated with journalists, clients and institutions;
- Supported PR campaigns and social media projects.

Education

Master's Degree – Digital Arts

2009 – 2012

Bachelor of Computer Technology

Multimedia Design

2012 – 2015

Master of Computer Science - Software Engineering

Bachelor's Degree – Communications and Public relations

2012 – 2015

University of St. Kliment Ohridski, Sofia (2008–2012).

Portfolio

www.designak.eu