

Hi, I'm **Lesia Liudera**, Senior Product Designer

 Based in Ukraine, open to remote roles

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 [Lesia Liudera](#)

[My portfolio](#) →



About me

Senior Product Designer with 10+ years of experience designing complex digital products across B2B SaaS platforms and data-heavy systems. I specialize in bringing clarity to complexity — structuring workflows, simplifying interfaces, and aligning design with product and engineering teams. Much of my work involves professional tools used by specialists to analyze data and make critical operational decisions.

I approach design as a continuous cycle of discovery, experimentation, and iteration — defining hypotheses, validating ideas through user feedback and product data, and shaping solutions that improve usability, accelerate development, and support business growth. Throughout my career I've contributed to product launches, unified fragmented product experiences, and introduced scalable design systems across startups, enterprise SaaS, and consulting environments.

Core Competencies

Product Discovery

User interviews, stakeholder alignment, problem framing

Experimentation & Growth

Hypothesis-driven design, product experiments, A/B testing collaboration, data-informed decisions

Product Design

User flows, information architecture, complex workflows

Validation

Usability testing, insight synthesis, product iteration

Design Systems & UI

Component systems, scalable UI foundations

Education

Lviv Polytechnics National University
MS in Architecture, 2008 - 2014

Certification

Growth Design

Projector Institute
Mar 2026

AI for product creation

Projector Institute
Apr 2025

Design Management

Projector Institute
Sep 2024

User Research – Methods and best practices

Interaction Design Foundation
Jan, 2019

Conducting Usability Testing

Interaction Design Foundation
July, 2019

Languages

English - Upper intermediate

Ukraine - Native

Business domains

B2B SaaS

Healthcare

Real Estate & Infrastructure

EdTech

E-commerce

Competera

Senior Product Designer

Enterprise SaaS platform for AI-driven retail pricing optimization

2 yrs - Jan 2024 / Dec 2025

- As the sole designer across two core products, collaborated daily with 2 PMs, frontend, backend, and data leads — bridging design and engineering to align roadmap decisions with real user needs.
 - Rebuilt the design system from the ground up: introduced design tokens, replaced illegible typography with readable type scales and monospace fonts for data tables, overhauled the color system for better readability and inclusivity.
 - Created developer documentation that enabled engineers to implement routine UI changes independently — reducing design involvement in minor updates and cutting development time by ~2x according to engineering team feedback.
 - Designed a phased rollout roadmap for design system changes to avoid disrupting enterprise clients with sudden shifts — balancing product consistency with continuity of experience.
 - Ran 3–5 user interviews per major feature with the most active enterprise clients, complemented by Amplitude data — ensuring roadmap decisions were grounded in both qualitative and quantitative insight.
- Simplified core pricing workflows by reducing interaction steps, unifying modal formats, and consolidating UI controls — improving daily efficiency for ~250 professional retail users.

Hubmee, start-up

Product Designer

Early-stage startup · Personal life-management platform · Web, mobile

1 yr 2 mos - Nov 2022 / Dec 2023

- Sole designer responsible for end-to-end product design across web and mobile — from early beta (200 users) through market launch, covering tasks, documents, and personal asset management modules.
 - Conducted UX audit using heuristic evaluation and competitor analysis on a live product, identified critical issues, and built a phased improvement roadmap that allowed changes to be rolled out gradually without disrupting existing users.
 - Rebuilt the design system from scratch: unified typography, reduced font inconsistencies, improved color contrast for accessibility, created a component library with grid system, iconography, and responsive components — enabling faster and more consistent UI delivery across the team.
- Restructured product navigation and information architecture to support the introduction of a paid subscription tier, improving overall usability and preparing the platform for growth.
- Mentored and grew the design team from 1 to 3 designers, dedicating ~20% of my time to task assignment, design reviews, skill development, and process documentation for onboarding new team members.
- Collaborated directly with the founder, PM, and teams of 6 developers and 5 marketers — contributing to roadmap planning, feature prioritization, and ensuring the marketing website stayed consistent with the product design.

Cieden

UX/UI Designer

Digital product design agency

1 yr 10 mos - Jan 2021 / Oct 2022

- Designed web and mobile products across 5+ client projects spanning B2B SaaS platforms, CRM systems, internal enterprise tools, and mobile apps — including an Arabic-language learning application with RTL interface considerations.
- Led design independently on several projects end-to-end — from early concepts and user flows through interactive prototypes and handoff to external development teams.
- Contributed to design systems and component libraries across multiple projects, ensuring UI consistency and faster delivery.
- Initiated and executed Figma migration for 2 projects, streamlining collaboration between design and development teams and reducing friction in the handoff process.

Competera

Senior Product Designer

Enterprise SaaS platform for AI-driven retail pricing optimization

2 years - Jan 2024 / Dec 2025

Designed web and mobile products across 5+ client projects spanning B2B SaaS platforms, CRM systems, internal enterprise tools, and mobile apps

Gained hands-on experience designing for RTL interfaces for Arabic-language learning application — applying right-to-left layout principles, mirrored navigation, and culturally adapted UX patterns.

Led design independently on several projects end-to-end — from early concepts and user flows through interactive prototypes and handoff to external development teams.

Contributed to design systems and component libraries across multiple projects, ensuring UI consistency and faster delivery.

Executed Figma migration for 2 projects from Sketch, streamlining collaboration between design and development teams and reducing friction in the handoff process.

Intellias

UX/UI Designer

IT Services & Consulting · Global product teams

3 year 9 month - Apr 2017 / Dec 2020

- Designed products across diverse domains including B2B facilities management, travel, HR tech, and internal enterprise tools — contributing to both early-stage concepts and full redesigns.
 - Led redesign of a B2B facilities inspection and management platform, restructuring complex workflows for field specialists and back-office teams.
 - Designed an Arabic travel application with full RTL interface — one of several RTL projects across my career, building consistent expertise in right-to-left UX patterns.
 - Contributed to 4+ pre-sales initiatives — creating product concepts, prototypes, and presentations that supported business development efforts.
 - Designed the Intellias corporate website from scratch following a full brand and identity overhaul — redefining the company's visual direction.
- Helped grow the internal design function from 2 to ~30 designers across multiple cities, contributing through internal lectures, workshops, and knowledge-sharing sessions on UX/UI practices.
- Participated in user interviews and usability testing across multiple product teams, collaborating with business analysts, engineers, and product stakeholders.

The Gradient

UX/UI Designer

Digital product agency

3 year 9 month - Aug 2016 – Mar 2017

Designed web products for startup and brand clients at a digital product agency.

OTAKOYI

Web Designer

3 year 9 month - Apr 2017 / Dec 2020

Designed websites and brand identities across multiple client projects.