

# SVETLANA ZHARSKAYA

Product Design Leader • SaaS B2B • Mobile apps

Product Design Leader with 15+ years of experience delivering elegant, user-centered solutions for complex SaaS and mobile platforms. Proven ability to optimize intricate user journeys, drive business impact, and shape product strategy through deep user insights. Skilled in leading design organizations, aligning cross-functional teams, and advancing design maturity at scale. Passionate about making complex systems simple, useful, and beautifully usable.



## WORK EXPERIENCE

2022–Present

### Manager, UX/UI at EVBox

- Headed the Product Design team of **5 designers** across **4 product lines** (B2B web, mobile apps, embedded UI)
- Achieved **100%** team retention over **2+ years** by cultivating a culture of safety, trust, and inclusion (vs. 42% turnover prior)
- Embedded user insights into product strategy, influencing roadmap priorities and feature scope
- Strengthened design's role across the lifecycle through partnerships with Product, Engineering, Marketing, and Support
- Stayed hands-on with user research, UX/UI design, and prototyping for high-impact initiatives
- Designed key features, unlocking B2B sales in commercial and workspace environment
- Rolled out new brand system and improved accessibility, achieving **WCAG 2.1** compliance across critical user flows

2020–2022

### Senior Product Designer at EVBox

- Simplified end-customer onboarding flow, increasing task completion by **45%** and cutting support tickets by **75%** within **3 months**
- Led 0→1 design of configuration flow of the next-gen charging stations, achieving 95% connectivity rate and streamlining technician workflows
- Conducted **80+** user interviews and usability tests, plus multiple workshops and co-creation sessions
- Drove design system evolution, improving UI consistency and reducing new feature design time by **25%** through shared components and documentation
- Partnered with stakeholders to define and optimize user journeys, strengthening cross-functional alignment and delivery

2017–2020

### Freelance Product Designer

- Translated business goals and user needs into elegant, user-centered design solutions across multiple client engagements
- Created website and packaging design for a DTC product, contributing to scaled online sales and successful market entry
- Conducted UX research and usability testing to inform product decisions and validate design concepts

2011–2017

### Senior Product Designer at EPAM Systems

- Shipped **15+** impact projects across web and mobile
- Collaborated with client design teams, product owners, and developers asynchronously across multiple time zones
- Mentored 5 junior designers

2008–2011

### Visual Designer at EPAM Systems

- Designed web and mobile applications collaboratively within cross-functional teams
- Created wireframes, high-fidelity mockups, and interactive prototypes
- Collaborated closely with the development team

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## SKILLS

- Product Design, Web Design, Mobile apps, IoT
- UX Research, User interviews, Usability tests, Customer Journey mapping
- Advanced UX and interaction Design, incl. User flows, Wireframing, and Prototyping
- Advanced UI skills, incl. icons, illustrations, and animations
- Design systems, Accessibility
- 0→1, 1 → N, Design Strategy
- Cross-functional and async collaboration

## EDUCATION

🎓 2003–2008  
**Bachelor's degree in Software Engineering**  
Belarusian National Technical University

## CERTIFICATIONS

📜 2025  
**Design Leadership at Scale: Operations**  
Maven

📜 2024  
**Leading Teams: Developing as a Leader**  
University of Illinois via Coursera

📜 2020  
**Product Mindset**  
Product Sense

📜 2020  
**Human-Centred Service Design**  
Ideo U