

Alexandra Levchuk

# Staff Product Designer

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## Summary:

Staff Product Designer with 12+ years building complex, high-performance digital tools across SaaS and consumer platforms. I specialize in designing AI-assisted workflows and creator-facing systems that balance power, speed, and clarity. I translate ambiguous technical capabilities into intuitive interfaces that feel fluid and production-ready. Experienced in leading 0→1 initiatives, evolving design systems, and shipping polished, pixel-level experiences in fast-moving environments.

## Experience:

### Head of UX

**Syntax** | Aug 2024 – August 2025

- Designed prompt-based interactions and AI-assisted generation flows.
- Iterated rapidly with Engineering to refine interaction latency, feedback states, and system responses.
- Prototyped conversational or agent-like interfaces to test usability of AI-driven actions.
- Led the design of AI-assisted workflows and prompt-based interactions, simplifying complex decision processes and increasing user confidence in automated recommendations.
- Defined system-level interaction architecture serving as the foundation for multiple product surfaces and future feature expansion.
- Led UX strategy across multiple interconnected systems, defining cross-product interaction models and system boundaries that scaled across teams and product areas.
- Defined reusable patterns and information structures that enabled other product teams to build consistently on shared foundations.
- Designed structured, scalable interfaces connecting related entities and content, improving clarity, discoverability, and user confidence across workflows.
- Owned large, ambiguous problem spaces end to end—translating unclear inputs into durable design decisions that enabled teams to execute independently and with confidence.
- Iterated rapidly through prototyping, feedback, and play-testing—style validation to refine clarity, flow, and edge cases under real constraints.

### Director of Design (Contract)

**Sybil Health** | Oct 2024 – May 2025

- Led collaborative sessions with clinical, product, and engineering teams to align on workflow strategy and experience principles.

- Experienced in setting UX foundations in early-stage and high-growth environments, establishing patterns and standards that scale with engineering velocity.
- Balanced practitioner workflows with business and compliance requirements, designing experiences that supported both operational efficiency and professional judgment in high-risk contexts.
- Set design principles and interaction standards for complex workflows, improving clarity and decision confidence across the product.
- Set design quality standards for analytical interfaces and scientific storytelling, guiding designers on clarity, hierarchy, and narrative flow.

### **Lead Product Designer – Developer Portal**

**Atlas HXM** | Jan 2024 – Aug 2024

- Owned end-to-end UX for a developer-facing compliance and infrastructure platform serving technical users.
- Designed scalable interaction models for rule-driven, API-driven workflows and transaction-heavy flows.
- Redesigned information architecture and onboarding, improving clarity and first-time developer success.
- Partnered directly with engineers to align interaction design with implementation constraints and API realities.
- Defined reusable system patterns and component logic enabling consistency across developer tools.
- Balanced flexibility and power-user needs with usability, reducing cognitive load in complex technical workflows.
- Introduced structured instrumentation and experimentation approaches to validate onboarding and workflow improvements.

### **Lead UI & Visual Designer (Contract)**

**Promet Source** | Jul 2023 – Dec 2023

- Led UX strategy and experience design for enterprise digital ecosystems, translating complex requirements into clear journeys, wireframes, and scalable systems.
- Collaborated across strategy, creative, and development teams to deliver responsive, performance-aware experiences.
- Improved engagement by 30% through workflow simplification and structural clarity.

### **Head of Product Design (Contract)**

**Retention.com** | Dec 2022 – May 2023

- Led structured experimentation on onboarding and transaction flows, increasing activation by 22%.
- Partnered with Data to analyze conversion funnels and optimize user drop-off points.

### **Head of Product Design & CSS Developer**

**Flexspring** | Aug 2021 – Dec 2022

- Led UX for enterprise HR/payroll systems under strict accessibility requirements.
- Achieved 98% WCAG AA compliance.

- Mentored product teams and raised system-level design quality.

### **Senior UI/UX Designer & CSS Developer**

**LabTag** | Jun 2020 – Aug 2021

- Strengthened visual hierarchy, layout systems, and interaction clarity across data-driven interfaces.
- Simplified purchasing and operational workflows, improving engagement by 18% and retention by 20% through clearer hierarchy and task prioritization.

### **Product and Email Designer & CSS Developer**

**Flighthub** | July 2017 – July 2020

- Analyzed booking funnel drop-offs and redesigned critical decision moments to reduce abandonment.
- Applied trust psychology and behavioral nudges to increase transaction completion in high-pressure purchase contexts.
- Designed for the emotional peak of a transaction, balancing urgency, trust, and clarity.
- Redesigned high-volume mobile booking flows used by millions globally, improving conversion from 1% to 33% through simplified hierarchy, trust signaling, and iterative experimentation.
- Simplified pricing, trust signals, and checkout UX to reduce hesitation in time-sensitive decisions.

### **UI/UX Designer & CSS Developer**

**Midwest Marketing** | June 2014 – May 2019

- Designed structured content layouts and reusable page patterns supporting scalable CMS-driven publishing workflows.

### **Staff-Level Scope**

Lead 0→1 initiatives and complex problem spaces end-to-end • Align Product, Engineering, Data, and Research around clear problem framing and solution direction • Evolve scalable design systems and raise craft standards across teams • Mentor designers and strengthen critique culture • Tie UX decisions to measurable impact through experimentation and performance analysis

### **Craft & Interaction Focus**

Micro-interactions • system feedback & latency states • loading, empty & error states • motion hierarchy • interaction clarity under speed constraints • premium, production-ready UI

### **Core Strengths**

Experience strategy • Transaction & conversion design • Behavioral psychology • Funnel analysis • Information architecture • Accessibility (WCAG) • Data-informed design • Cross-functional leadership • AI-assisted interface design • Prompt & conversational UX • Explainable system feedback