

Tanya Chuvpylova

Senior Product Designer with 10+ years of experience designing complex B2B and B2C products across SaaS, marketplaces, AI, and customer-facing experiences. Experienced in discovery, user research, interaction design, and end-to-end product design.

Haarlem, NL

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EXPERIENCE

Rezdy – Product designer

Oct 2022 - PRESENT

- Led end-to-end product design across complex B2B operator tools and customer-facing booking experiences, from product discovery and user research through prototyping, delivery, and iteration
- Redesigned onboarding and activation journeys, increasing active users by 39% and first-booking completion by 56%
- Optimised search, booking, and checkout experiences through research, usability testing, analytics, and experimentation, contributing to a 25% increase in conversion
- Simplified complex booking, pricing, and availability workflows, translating business rules and technical constraints into clear and scalable interaction patterns
- Led qualitative and quantitative user research, usability testing, analytics reviews, and discovery to identify customer problems and validate product decisions
- Partnered closely with Product Managers and Engineers to define problems, explore solutions, challenge assumptions, and take initiatives from discovery through implementation
- Helped shape and launch a marketplace MVP adopted by 275 hotels and generating \$2.9M GMV

Career break

Jan 2021- Oct 2022

- Planned career break focused on family and relocation from Ukraine to the Netherlands

One reach.ai – Product designer

Jan 2020 - Jan 2021

- Defined scalable interaction patterns for enterprise conversational AI products

SKILLS

Product Strategy
Product Discovery
UX Research
Interaction Design
Design Systems
Prototyping
Data-informed Decision Making
Cross-functional Collaboration
Usability Testing
Customer Journeys
Workshop Facilitation
Stakeholder Management

EDUCATION

PSACEA, Dnipro, UA – master's degree

2009 – 2015

Architecture

IT school Hillel, Dnipro, UA – Front-end development

2014 – 2014

School of Art

2009 – 2015

- Owned design decisions from early discovery through launch, collaborating with PMs, engineers, and data teams
- Balanced business requirements, technical constraints, and user needs in a fast-moving product environment

Freelance Product Designer

Oct 2016 - Jan 2020

- Designed digital products for healthcare, e-commerce, fitness, and marketplace companies
- Delivered end-to-end UX solutions, including user flows, wireframes, prototypes, UI design, and interaction design
- Improved conversion and engagement through experimentation, analytics, usability testing, and customer research
- Worked on both mobile apps and responsive web products
- Facilitated product discovery workshops and transformed customer insights into product strategy

HealthJoy – *Product designer*

Dec 2015 - Oct 2016

- Collaborated with Product Managers on product strategy and roadmap definition
- Contributed to UX design across multiple product areas, from research to delivery
- Participated in design reviews, stakeholder presentations, and cross-team workshops
- Conducted user research, including interviews, surveys, and usability testing

Tubik studio – *UI/UX designer*

Oct 2014 - Dec 2015

- Designed websites and digital interfaces for a variety of client projects
- Collaborated closely with designers and developers in a studio environment