Tanya Chuvpylova

Senior Product Designer specializing in complex B2B SaaS, AI, and marketplace products. Experienced in leading product strategy, discovery, and end-to-end design in cross-functional teams.

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EXPERIENCE

Rezdy, *Product designer*

Oct 2022 - PRESENT

- Led end-to-end product design for booking and operator experiences across B2B and customer-facing products
- Redesigned onboarding and activation flows, helping grow active users by 39% and increase first booking completion by 56%
- Improved search and booking experience, leading to a 25% increase in conversion and faster, more relevant results
- Drove product decisions through user interviews, usability testing, analytics, and cross-functional discovery
- Shaped the MVP experience for a new marketplace, supporting a pilot launch across 275 hotels and generating $2.9M GMV
- Partnered with Product Managers and Engineers from discovery through delivery, aligning user needs with business goals and technical constraints
- Simplified complex workflows and improved information architecture for operators managing bookings, pricing, and availability

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
- Owned design decisions from early discovery through launch, collaborating with PMs, engineers, and data teams

SKILLS

Product Strategy
Product Discovery
UX Research
Interaction Design
Design Systems
Prototyping
Data-informed Decision Making
Cross-functional Collaboration

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

- Balanced business requirements, technical constraints, and user needs in a fast-moving product environment

Freelance Product Designer

Oct 2016 - Jan 2020

- Partnered with founders to define product strategy and UX direction across healthcare, e-commerce, fitness, and dating products
- Launched multiple mobile and web products from concept through MVP
- Improved engagement and conversion using analytics, experimentation, and user research
- Facilitated product discovery, translating customer insights into product decisions

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