ALINA BULAVINA

SENIOR PRODUCT DESIGNER · UX/UI

I design complex SaaS and connected products, with AI fully integrated into how I work.

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Profile

EXPERIENCE
14 years in design · 8 in product

BASED IN
Barcelona, Spain · CET

WORK MODE
Remote

DOMAINS
EdTech · enterprise SaaS · connected hardware · consumer mobile · fintech

LANGUAGES
Ukrainian · English · Spanish

LEADERSHIP
Hired and mentored designers · design direction and review

Experience

Senior UI/UX Designer — ABTO Software
2021 – present · Remote

Product design for international clients across education technology, enterprise SaaS, connected hardware and corporate web. Sole designer on most engagements. Hired and mentored designers, and provided design direction and review for junior designers.

Freelance UI/UX & Graphic Designer
2015 – 2021 · Remote

Product and brand design for clients across the US, Europe and Latin America — SaaS, consumer mobile, fintech, marketplace and hospitality products.

Graphic Designer — Alizz Intl.
2011 – 2015

How I work

My specialism is the systems underneath complex software — state models, role and permission architecture, and design systems that stay coherent across products and teams. I've built enterprise platforms from zero as the sole designer, and defined product requirements where none existed.

AI runs through my whole process — developing flows, exploring options, art-directing generated assets, and building landing pages end to end — and I design AI features into the products themselves. On large SaaS platforms it accelerates flows, exploration and documentation, but the systems, states and dependencies still come through me.

Knowing which half of a project AI can take is what makes it useful rather than risky.

CORE STRENGTHS

Product definition
From ambiguity to requirements

Enterprise platforms
Built from zero · Sole designer

Design systems
Maintained across complex platforms

Connected products
Best New Baby Product of 2025

Fully integrated AI
In my process and my products

Project / Learning platform

Learning platform for staff training and qualification
Sole designer · 2+ years · U.S. education organisation

Built from zero across three phases and now being prepared for white-label sale.

- Designed the full product — learning panel, course experience, gradebook, dashboard, user management, notifications
- Built a course player component library of 28 component families: nestable, themed by school year and age group, WCAG aligned, reusable across three connected products
- Became the design reference point across all three platforms, aligning shared patterns and defending decisions to a large client-side group
- Took over product definition when the business analyst role weakened — designed solutions, then produced requirements from them
- Designed a notification centre later adopted by another platform's team
- Spent a week on site with the client in the U.S. for the discovery phase of their largest redesign

◆ Project / Clinical feeding

Clinical feeding product for premature infants

Sole designer · 4 months · U.S. startup

A bottle attachment that plays a parent's recorded voice while the baby feeds, designed for hospital use.

- Designed the app end to end while the hardware was still in development — modular flows and interface structure that absorbed device changes without disrupting the experience
- Designed the first-time experience through visual storytelling and custom illustration, for anxious and exhausted users

AWARDED BEST NEW BABY PRODUCT OF 2025

◆ Project / Pet social app

Pet social and lifestyle app

Sole designer · ~150 screens · Consumer startup

An investor-ready interactive prototype combining social, location discovery, community, health, services, commerce, gamification and AR.

- Resolved nine capability areas into five navigation destinations built around user intents
- Designed visibility as a permission model rather than a setting — separate opt-in for nearby discovery, anonymous markers for strangers, and rules ensuring children cannot inherit adult visibility defaults
- Designed an AI-generated pet avatar feature with two entry points, photo upload or camera scan
- Designed the visual language, custom icons, illustration and identity, and produced AI-generated content so the prototype read as a real product, not a concept
- Wrote the feature documentation and managed MVP scope across three stakeholders

◆ Project / Workforce SaaS

Workforce management SaaS

Product designer · Live on the App Store, Google Play and Microsoft Marketplace

- Designed timesheets and time reporting end to end — defined the interaction model and state hierarchy for a multi-project system where contractors, managers and admins act on the same data
- Designed time off, admin dashboard and reporting, tenant settings, onboarding, notifications and transactional emails, and the mobile app
- Designed AI-assisted approval — anomaly detection routing unusual timesheets to a person rather than auto-approving them
- Built and maintained the design system and Figma architecture; directed and reviewed a junior designer's work
- Compliance-led product: WCAG, GDPR, PCI-DSS and ISO 27001 alignment, OFAC SDN screening
- Also designed the marketing site, brand assets and marketplace presence

◆ Project / Construction platform

Construction management platform

Enterprise SaaS

Product design across data-heavy interfaces — tables, dashboards, forms and workflows — with a focus on information hierarchy, reusable patterns and responsive behaviour.

◆ Skills + education

SKILLS

Product & UX — information architecture, state and permission modelling, complex workflows, enterprise UX, consumer mobile, interaction design, MVP scope, feature documentation

Design systems — component libraries, variants, tokens, theming, cross-product alignment, Figma architecture

Accessibility — WCAG-aligned design, inclusive design, accessible colour and contrast

AI — AI-powered product features, AI-assisted flows and prototyping, generative imagery, prompt and art direction, AI-built landing pages

Craft — visual design, typography, custom iconography, illustration, identity and brand

Tools — Figma (components, variants, auto layout, libraries, prototypes), Photoshop, generative AI tooling

Working with people — stakeholder communication, hiring and mentoring, design direction and review, developer collaboration

EDUCATION

Flax Academy — UI/UX
2023

Projector School — UI Design
2018

LDKDUM Trusha — Graphic Design
2005 – 2010

Continuing education — motion and animation in Figma · AI image generation · website creation with Claude