

Aleksandra Surinova

Product designer

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Experience

Atelic.AI

Project Employment

/ Product Designer

August 2025 – November 2025

Conducted customer development interviews and analyzed insights, barriers, and triggers. Researched benchmarks and performed competitor analysis. The final solution was presented at Gitex 2025.

Project Work — Merck x BHSAD

/ Product Designer

Apr 2025 – Jul 2025

Conducted in-depth interviews with oncologists (chemotherapists, mammologists) to identify user scenarios, barriers, and triggers. Performed benchmarking and competitor analysis of Russian and international medical platforms. Developed a 5-layer experience map (5lok), capturing user touchpoints, triggers, barriers, hygiene factors, and best practices. Pitched design concepts and visualized interface solutions, considering the constraints of Russian laws (FZ-38 and FZ-152) and the specifics of the physician audience. Conducted user testing and iterated UX/UI based on feedback.

Project Work — Alfa Business x BHSAD

/ Product Designer

Feb 2025 – Mar 2025

Developed scaling concepts for Alfa Business Online: transforming the employee personal account into an adaptive tool based on user role and tasks. Analyzed user scenarios using the JTBD framework to reflect real needs across employee categories. Designed interface solutions with a focus on personalization, incorporating legal constraints including FZ-115. Pitched design ideas and co-created user flows within a cross-functional team; several solutions were approved and handed off to development.

Project Work — "Not-SBOL" x BHSAD

/ Product Designer

Nov 2024 – Jan 2025

Researched daily banking user scenarios using persona-based analysis focused on motivations, pain points, and habits. Analyzed future behavior trends and technographics; explored banking UX in 10–50 year horizons. Contributed to the development of a “smart banking” concept as a digital assistant seamlessly embedded into user routines. Formulated and tested ideas, participated in MVP ideation and concept presentation.

Grundfos Magyarország Gyártó Kft., Hungary

/ Import & Certification Specialist

Mar 2023 – Avg 2023

Ensured compliance processes for components, tools, and technical documentation. Coordinated regulatory documentation, certification workflows, and audits across production sites in Kazakhstan. Supported supply chains and verified conformity with EAEU and Grundfos international standards.

Grundfos Istra

/ Import & Certification Specialist

Apr 2019 – Jun 2022

Verified compliance of products, components, processes, and documentation with national and international standards. Coordinated certification body work; handled correspondence and clarification letters. Liaised with regulatory bodies and managed certification audits. Participated in video conferences and documentation analysis with foreign clients.

Education

UX/UI design

/ BHSAD

2024 – 2025

Translator/Interpreter in English

/ RUDN

2012 – 2014

Metrology, Standardization, and Certification

/ Kosygin Russian State University

2009 – 2014

Skills and languages

Skills:

User flows, Wireframes, Prototyping, Usability testing, In-depth interviews, Personas, JTBD, 5-lok, Benchmark analysis, Figma, Adobe Photoshop, User interface design, Guidelines, Vibe coding, Strategic thinking, Communication skills, Attention to details

Languages:

Russian (Native)
English (C1)
Korean (Intermediate)