

# Alex Osadchi

Senior Product Designer

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## PROFESSIONAL SUMMARY

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Senior Product Designer with 8+ years of experience designing complex commerce, CMS, personalization, operations, research analytics, and AI-assisted product workflows. Specialized in enterprise UX, information architecture, design systems, accessibility-aware validation, and high-fidelity interfaces for James Allen, Blue Nile, Jared, and KAY. Known for translating ambiguous business and technical requirements into practical product systems that help product, operations, engineering, and support teams make better decisions faster.

## CORE SKILLS

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**Product & Systems:** Enterprise UX | Ecommerce UX | Internal Tools | Product Strategy | Workflow Design | Design QA

**Research & Analytics:** UserTesting | Accessibility Testing | Usability Testing | Quantum Metric | Heatmaps | Session Analysis

**Architecture & Craft:** UX Architecture | Information Architecture | Interaction Design | High-Fidelity UI | Design Systems | Figma Components & Variables

**Specialized Domains:** CMS Workflows | Jewelry Personalization | WebGL Product Customization | Role-Based Permissions | AI-Assisted Product Discovery

## EXPERIENCE

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### Senior Product Designer

R2Net, a Signet company | 2021 - Present

- Owned UX for internal platforms used by 100+ internal users across operations, support, product, content, and business teams, including CMS publishing, vendor/SKU operations, permissions, AI monitoring, and service management.
- Led 18-month UX definition and design for an internal CMS, enabling product and content teams to build pages and launch campaigns with less engineering dependency for routine content updates.
- Designed permission and user-governance workflows across 15 roles, improving access control, ownership, audit history, and admin review.
- Validated accessibility and usability through UserTesting, translating real-user feedback into clearer flows, stronger interaction states, and more inclusive product decisions.
- Analyzed Quantum Metric heatmaps and session behavior to diagnose experience issues, identify friction patterns, and connect design decisions to observed user behavior.
- Designed AI-assisted monitoring, investigation, and product discovery workflows for Blue Nile and James Allen, helping customers ask natural-language questions and receive guided product recommendations.
- Systematized multi-brand design systems for Blue Nile, James Allen, Jared, and KAY while guiding 2 designers and aligning PMs, engineers, and stakeholders through UX critique, design QA, implementation tradeoffs, and rapid prototyping.
- Designed customer-facing personalization experiences, including Blue Nile's Personalized Jewelry flow and Build Your Own ring journeys, with stone, initial, metal, diamond, and WebGL-rendered customization.

### UX/UI Designer

Spectory - Software Agency | 2018 - 2021

- Led UX/UI design for 10+ shipped B2B and B2C products across complex software platforms, mobile apps, ecommerce experiences, and responsive web projects.
- Translated client briefs, business requirements, and product constraints into information architecture, user flows, wireframes, prototypes, high-fidelity UI, and developer-ready design specs.
- Partnered with project managers, developers, and clients through agile delivery cycles, balancing usability, feasibility, visual craft, and business goals across multiple domains.

### Digital Designer

M&C Saatchi - Global Advertising Agency | 2017 - 2018

- Designed digital and print campaign assets for social media, marketing initiatives, trade shows, and events, building a foundation in visual craft, brand consistency, and fast execution under agency timelines.

## EDUCATION

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### B.A. Visual Communication and Interaction Design

Tiltan - College of Visual and Interaction Design | 2015 - 2018 | Certificate of Excellence

### Industrial Engineering and Management

Ort Braude | 2012 - 2015 | Graduated with honors

## LANGUAGES

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Hebrew - Native | English - Fluent | Russian - Fluent