

Aliaksandr Arekhva

Senior Product Designer

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Summary

Senior Product Designer with 6 years shipping consumer apps and B2B tools end-to-end — from research and product strategy through design systems and engineering handoff. Built design systems from scratch and scaled one of the products to 30K+ users. My architectural background shapes how I approach systems thinking and information structure.

Experience

Senior Product Designer at TheFlow

Jul 2024 - Apr 2026 • Remote

Led end-to-end product design for TheFlow, an iOS music and social platform built as a creator-owned cooperative.

- Designed the complete MVP experience across 10+ core features: onboarding, feed, search, music library, profiles, wallet, subscriptions, upload flows, artist dashboard, and moderation tools.
- Partnered with the founder to define product scope, document user flows and edge cases, and align engineering on implementation.
- Built a token-based design system and configured Figma MCP integration with Claude Code to streamline developer handoff

Senior Product Designer at Alpine Home Air

Jan 2023 - Mar 2024 • 1 yr 3 mos • Remote

Alpine Home Air is an e-commerce company specializing in heating and cooling systems.

- Designed a B2B consultative sales tool featuring a non-linear multistep flow, drag-and-drop floor planner, and dynamic zones configurator to simplify complex HVAC system selection.
- Built a token-based design system from scratch for the website and future products.
- Designed two responsive high-fidelity website concepts and shipped UI/UX improvements to the live e-commerce site.

Senior Product Designer at Speakeasy Live

Jul 2021 - Jan 2023 • 1 yr 7 mos • Remote

Speakeasy Live is an education-focused social platform combining live shows, podcasts, and chat.

- Redesigned the product into a full social media app, including feed, profiles, and a real-time live show experience.
- Designed a real-time iOS live show interface enabling creators to manage 30+ controls simultaneously during broadcast.
- Built a design system from scratch across iOS, Android, and Flutter web.
- Mentored a junior designer who joined the team.
- Product reached 30,000+ registered users and 2M+ iOS sessions.

Freelance UI/UX/Product Designer

Jan 2020 - Jun 2021 • 1 yr 6 mos • Remote

- Designed web and mobile applications across e-commerce, SaaS, and consumer products for 12 clients in Europe and the US.
- Built reusable component libraries for ongoing client projects.

UI/UX Designer at Webatix

Jun 2018 - Dec 2019 • 1 yr 7 mos • Remote

Webatix builds custom browser solutions and productivity tools.

- Designed UI/UX for two Chromium-based browsers and a Chrome extension, balancing productivity features with browser performance constraints.
- Partnered with PM and engineering to design and ship new browser features.
- Created a new logo and visual style guide as part of a product branding refresh.

Areas of Expertise

Product Design • UX/UI Design • Mobile • Web • Design Systems • Research •
AI-Augmented Design • Information Architecture • Prototyping • Usability Testing.

Tools

- **Design:** Figma, Framer, Miro, Adobe Creative Suite (Photoshop, Illustrator).
- **AI workflow:** Claude, Claude Code, Figma MCP
- **Project Management:** Jira, Slack, Trello, Asana

Education

Belarusian National Technical University

Bachelor's degree, Architecture

2005 - 2010

The Interaction Design Foundation

Mobile User Experience (UX) Design

Oct 2019 - Jan 2020

Human-Computer Interaction - HCI

Jan 2019 - Sep 2019