

Alena Vorobiev

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SUMMARY

Product Designer with 6 years of experience owning end-to-end design for enterprise SaaS and AI-powered products. At Meltwater, led redesigns that cut alert creation time by 18%, increased alert engagement by 28%, and improved time-to-action by 33%. Deep experience in B2B enterprise workflows, design systems, and embedding user research directly into product decisions.

EXPERIENCE

Independent Design Practice, San Mateo, CA

07/2025 – Present

Pursuing Product Designer opportunities following a company-wide layoff at Meltwater, while taking on select freelance projects and deepening expertise in AI-driven product design.

Meltwater, San Francisco, CA

05/2022 – 07/2025

Global SaaS leader in media monitoring, analytics, and intelligence

Product Designer

Led end-to-end product design for Smart Alerts and the Universal Dashboard System, owning enterprise workflows from discovery through delivery:

- Redesigned alert selection and grouping logic, increasing ease-of-selection score by 9%, cutting alert creation time by 18%, and reducing internal support requests for alert setup by 15%.
- Introduced search within the alert management table, reducing alert discovery time by 22%; resulting interaction patterns were later adopted into Meltwater's broader design system.
- Designed predictive, AI-summarized alert forecasting that increased alert engagement by 28% and cut time-to-user-action by 33%, by surfacing context users previously had to find across multiple dashboards.
- Improved email-to-platform click-through by 19% and increased user-reported trust in alerts, validated through customer interviews following the forecasting redesign.
- Designed scalable role-based permissions and dashboard management workflows for enterprise admins, editors, and viewers, reducing onboarding confusion across multi-role teams.
- Led UX research across 20+ FullStory sessions and customer interviews to identify usability gaps, directly informing the alert configuration redesign.
- Designed enterprise monitoring experiences enabling creation and management of multiple alerts from a single search workflow.
- Built and shipped an AI-powered UX Writing Assistant, adopted by 50% of the design team and reducing UX writing effort by 40%.
- Contributed to a design system migration that scaled reusable interaction patterns across multiple Meltwater product teams, improving delivery consistency and speed.
- Facilitated cross-functional design reviews and workshops, influencing product strategy and mentoring peers.

Greenbanc, Berkeley, CA

04/2020 – 05/2022

Leading provider of home energy analysis technology

UX/UI Designer

Led end-to-end design for web, desktop, and administrative platforms supporting residential energy efficiency initiatives:

- Designed and shipped 100+ application screens and workflows in Figma, translating complex energy analysis data into intuitive customer- and admin-facing experiences across web and desktop platforms.
- Owned the full product design lifecycle — discovery, workflow definition, high-fidelity design, prototyping, usability testing, and developer handoff — for a multi-platform product suite.
- Conducted user research and usability testing to identify friction points in energy analysis workflows and validate design decisions before development.
- Built and maintained the company's first design system, including typography, iconography, color standards, and reusable components, establishing consistency across web, desktop, and admin platforms.
- Partnered directly with executive leadership and engineering to align user needs, technical constraints, and business priorities on a fast-moving early-stage product.

Private Consulting Practice, San Mateo, CA

03/2019 – 04/2022

Full-time 03/2019–04/2020; freelance alongside Greenbanc 04/2020–04/2022

Delivered UX/UI design projects for clients across Education, HealthTech, Non-profit, and Technology sectors:

- Designed the UI for uWork, a mobile application and CMS desktop platform for the construction industry.

- Led end-to-end UX/UI design for a wildfire survivor grant application review platform.
- Designed a tech collaboration platform for Silverberry.AI's extension app development.
- Co-designed an improved STEM curriculum and teacher experience alongside a team of UX designers.

TECHNICAL & DESIGN EXPERTISE

Product Design: End-to-End Product Design, Interaction Design, Information Architecture, Design Systems, UX Strategy, Visual Design

Research & Validation: User Interviews, Usability Testing, A/B Testing, Journey Mapping, Data-Informed Design, Hypothesis Development

Tools: Figma, FigJam, Adobe Creative Suite, FullStory, Lyssna, Insomnia

AI Tools: ChatGPT, Claude, v0, Lovable — applied to UX writing assistance, design ideation, and rapid prototyping workflows

Collaboration & Handoff: Notion, Zeplin, Confluence, Jira

EDUCATION & PROFESSIONAL DEVELOPMENT

General Assembly

UX Design Certificate

San Francisco, CA

Shaw Academy

Graphic Design Certificate

Dublin, Ireland

Nizhny Novgorod State University

Bachelor and Master of Economics | Graduate Diploma in Interpreting & Translating

Nizhny Novgorod, Russia

ADDITIONAL

Awards: 4th place and Best B2C Project, Women in Tech Hackathon — Violet Hacks 2019.

Volunteering: San Francisco Design Week, Editorial Volunteer (2019) • Design x Us, UX Professional Interviewer (2021).