

Elena Kolesnichenko

Senior Product Designer

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Summary of Qualifications

- 7+ years in UI/UX, product design and brand, including 4+ years in-house on a B2B SaaS analytics product used by performance-marketing teams with large data volumes.
- Built a Figma design system with Light and Dark themes, took a legacy interface through a phased redesign, and designed data-heavy screens: custom metrics, drill-down reports, tables and filters.
- Designed compliance-driven product changes (user verification, payment method changes, abuse bans) and the customer notices that had to ship inside regulatory deadlines.
- Work closely with product, engineering, support and compliance in a remote international team. Prototype and test directly in code with AI tools.

Experience

Apliteni OÜ (Tallinn, Estonia) | Senior Product Designer

Mar 2022 - Present | Remote

Rilvo, compliance software for early-stage European software companies | 2026 - Present

- Designed Rilvo from zero: positioning, visual language, a Figma design system synced with the code repository, and the marketing website.
- Translate regulatory changes (GDPR, EU AI Act) into product decisions: defaults, toggles, labels and terms updates.
- Prototype and test in code with Claude Code; prepare product specs and documentation, and keep research and tasks in sync with ClickUp.
- Run outreach for the product: ICP-based lead search (automated and manual), research of public triggers for a first message, scripts, and a client registry.
- Lead customer interviews, hypotheses and user flows for new product directions; an analyst handles data parsing.
- Write all product, website and social media copy.

Keitaro tracker, B2B SaaS analytics product | 2022 - 2026

- Joined a product with paying customers and no designer. Built the design system, brand and media from scratch: a documented system with Light/Dark color tokens, typography, form and table components, and a changelog and usage rules per component, used by the whole design team.
- Led a phased redesign of a legacy interface for users who work in it all day: radii, palettes, a dark theme, fonts and icons, plus removal of dead-end flows and duplicated features. Palette changes that looked right in mockups failed in production, so I rolled them back, shipped the dark theme first, and tested contrast with people who wear glasses. Feedback turned positive after the latest releases.
- Designed custom metrics and drill-down report tables, which required rebuilding the grid and moving to Angular. Kept a seamless join between legacy and new views and covered both basic and enterprise data volumes. Customers had requested these features for a long time, and the release was well received.
- Increased license renewal after trial by changing button labels and UI in the user account. Made the choice between extending a trial and buying another license clear, which also fixed funnel statistics.
- Designed flows for user verification, payment method changes and bans for violators. Prepared customer notices and UI inside the 30-day legal notification window, working with product, engineering and the compliance officer.
- Updated terms of use and privacy materials with the compliance engineer. Prepared email templates and unsubscribe rules.

- Reduced support load by predicting customer questions before major releases and answering them in the UI, documentation and release notes.
- Redesigned the Keitaro website: concept, mascot, copy with the CEO, design handoff. Aimed it at legitimate businesses and away from the tracker niche's reputation.
- Ran research without built-in analytics: switching features off to see who uses them, hallway interviews, customer conversations, and reading support messages.
- Hired and interviewed designers, testers and developers (3 designers hired, 2 more kept in reserve). Used a Figma whiteboard task (assemble a screen or modal from the design system) instead of long take-home tests.
- Worked with engineers on decisions within technical limits; built clickable Figma prototypes and ran team demos.

Dataloft (design studio) | Web Designer / UI/UX Designer (Contract)

May 2020 - Jan 2022 | Saint Petersburg, Remote

- Designed websites, products and interfaces inside a studio team with product managers, developers and testers; tasks came through product managers. Key projects: Yougifted, Simple Run, MegaPDD (online learning platform).

Illustration and Visual Design | Freelance and in-house

2018 - Present

- UI and art for an RPG and a dress-up game, the Keitaro mascot, blog illustrations and seasonal merchandise, tattoo designs for 2SKIN, website illustrations for a psychology practice, and an independent pin brand.

Education and Training

- Bachelor of Design (Design and Visual Communications), 2014 - 2018, Kursk State University, Russia (with distinction)
- Bang Bang Education: Digital Product Art Direction, certificate, Jan - Apr 2026; Design Boost intensives; Design Prosmotr conferences

Skills

Figma (variables, components, auto layout, prototypes), design systems, data-heavy B2B interfaces, UX research, specs and documentation, prototyping in code with Claude Code, ClickUp. English B1+, used daily in writing.