Alena Egorov

Senior Product Designer

SUMMARY:

Senior Product Designer with 7 years designing complex, multi-role **B2C and B2B SaaS platforms**, from 0-to-1 products to large-scale redesigns. Designing **AI features** and **AI design workflows**, with strengths in **information architecture**, cross-product ecosystems, and design systems.

WORK EXPERIENCE:

Senior Product Designer Feb 2026 - Present | Remote
RSM

- **Own end-to-end design** across RSM's **portal ecosystem**, spanning customer-facing (Parent, Student) and internal (Teacher, Office) tools; **lead and mentor two junior designers**.
- Leading a **workshop series** to establish a **shared vocabulary** across Product, Engineering, and Operations, and redefining **information architecture**.
- Designing an **AI-assisted report card tool** for teachers (comment generation, mastery review with **human-in-the-loop** override, recommendations) and the resulting **parent-facing report**.
- Built and governed a **design system** for the Parent and Student portals: audited components with **AI tools (Claude, Codex)**, built the Figma library via **Figma MCP**, and partnered with Engineering on implementation.

Product Designer Sep 2024 - Oct 2026 | Remote (SF, CA)
Red Ventures

- Created a cross-platform **Service Blueprint** and experience map of learner journeys across degrees, executive education, and short courses; informed roadmap and UX priorities.
- **Led redesign** of mid-funnel application pages, increasing **conversion by 33%** and decreasing **cost-per-same-day-application by $500+**, using iterative **A/B testing** and data analytics to validate design decisions.

Product Designer Nov 2021 - Aug 2024 | Remote (SF, CA)
edX (merged with Red Ventures)

- **Led redesign** of B2C edX's core learner experience (dashboard, profile, account) for **30M+ users**, increasing post-signup engagement; mapped new **Information Architecture** and facilitated Design Thinking workshops to align stakeholders on product vision.
- **Owned end-to-end design** for multiple features on edX's **B2B SaaS platform** (edX for Business) with a cumulative impact of **$3-5M in revenue**, including:
  - "Highlights" course recommendations: **5% lift** in subsidy redemption, **40% adoption** among enterprise clients.
  - Learner side of "Course Assignment/Learner credit": **$1M+ in cross-product bookings**, **70 enterprise customers** onboarded in six months; mapped flows across 3 platforms.
- Served as the **go-to designer for B2B leadership**, partnering directly on product direction; **mentored junior designers** and contributed to edX's Design System.

Product Designer Jan 2020 - Oct 2021 | Remote (SF, CA)
Consultant | Freelance

- **Dreamer (AI travel app, now on the App Store under a different name):** led Seed-stage MVP design (**design system, user flows, prototype**). Also led **User Research** for Sparkpick (e-commerce) and Metasense (VR).

People Operations Specialist Jul 2015 - Dec 2019 | San Francisco, CA
Robert Half | First Republic Bank | Roostify

- Facilitated company-wide trainings and redesigned hiring/onboarding workflows.

CONTACT INFO:

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EDUCATION:

UX/UI Certificate
Springboard
Jan 2020 - Nov 2020 | Remote

B.A, Psychology
University of California, Berkeley
Class of 2014 | Berkeley, CA

VOLUNTEER:

Product Designer
Democracy Lab
Jan 2021 - Apr 2021

Designer
Open Ideo
Aug 2017 - Jan 2019

TOOLS:

Figma, Claude, Codex, Sketch, Adobe Creative Suite, Atlassian, Jira, Confluence, Slack

SKILLS:

Product Strategy, Information Architecture, Ecosystem & Cross-Product Design, Service Design & Blueprinting, Experience Mapping, Design Systems & Governance, Interaction Design, User Research & Usability Testing, Wireframing & Prototyping, Accessibility, Stakeholder Management, AI-Enabled Design, Design Mentorship