

Tanya Chuvpylova

Product Designer with 8+ years of experience designing complex mobile and web products across B2B and B2C SaaS, including TravelTech, Healthcare, and AI-driven platforms.

Haarlem, NL

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EXPERIENCE

Rezdy, *Product designer*

Oct 2022 - PRESENT

- Designed end-to-end experiences for booking and operator tools across B2B and customer-facing products
- Redesigned onboarding and activation flows, helping grow active users by 39% and increase first booking completion by 56%
- Improved search and booking experience, leading to a 25% increase in conversion and faster, more relevant results
- Ran and supported user research (interviews, usability testing) to better understand user needs and guide design decisions
- Designed MVP experience for a new in-destination marketplace, contributing to launch across 275 hotels and \$2.9M in pilot GMV
- Worked closely with Product Managers and Engineers from discovery through delivery to shape solutions and ship features
- Simplified complex workflows and improved information architecture for operators managing bookings, pricing, and availability

Career break

Jan 2021 - Oct 2022

- Planned career break focused on family and relocation from Ukraine to the Netherlands.

One reach.ai — *Product designer*

Jan 2020 - Jan 2021

- Led UX and product design for three cross-functional B2B products within an AI-driven chatbot platform
- Owned design decisions from early discovery through launch, collaborating with PMs, engineers, and data teams
- Designed complex conversational flows and configuration

SKILLS

UX strategy

Product discovery & User research

Interaction design

Prototyping and validation

Usability testing

Design systems

Data-informed design

Cross-functional collaboration

INTERESTS

Interior Design and Space Planning

Cooking & Hosting

Nature & Hiking

Photography

EDUCATION

PSACEA, Dnipro, UA - master's degree

2009 - 2015

Architecture

IT school Hillel, Dnipro, UA - Front-end development

2014 - 2014

interfaces for enterprise users

- Balanced business requirements, technical constraints, and user needs in a fast-moving product environment

Freelance Product Designer

Oct 2016 - Jan 2020

- Partnered with founders and product teams on product strategy, vision, and UX direction
- Designed and launched mobile apps and websites from scratch across Healthcare, E-commerce, Fitness, and Dating
- Improved retention and conversion through UX improvements validated by analytics and A/B testing
- Led user research, translating qualitative and quantitative insights into actionable design decisions
- Worked closely with cross-functional teams, including engineering, data, and marketing

HealthJoy — *Product designer*

Dec 2015 - Oct 2016

- Collaborated with Product Managers on product strategy and roadmap definition
- Contributed to UX design across multiple product areas, from research to delivery
- Participated in design reviews, stakeholder presentations, and cross-team workshops
- Conducted user research, including interviews, surveys, and usability testing

Tubik studio — *UI/UX designer*

Oct 2014 - Dec 2015

- Designed websites and digital interfaces for a variety of client projects
- Collaborated closely with designers and developers in a studio environment