

# Alex Osadchi

Senior Product Designer

+972 54-922-9934 | Alex.Osadchi@gmail.com | Alex-Osadchi.com | Israel

## PROFESSIONAL SUMMARY

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Senior Product Designer with 8+ years of experience turning complex commerce, CMS, personalization, operations, and AI-assisted workflows into clear product systems. Specialized in enterprise UX, information architecture, design systems, and high-fidelity product interfaces for James Allen, Blue Nile, Jared, and KAY. Known for taking ambiguous business and technical requirements, uncovering the underlying workflow, and shaping product experiences that help product, operations, engineering, and support teams make better decisions faster.

## CORE SKILLS

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**Product & Systems:** Enterprise UX | E-commerce UX | Internal Tools | Product Strategy | Workflow Design | Design QA  
**Architecture & Craft:** UX Architecture | Information Architecture | Interaction Design | High-Fidelity UI | Design Systems | Figma Components & Variables  
**Specialized Domains:** CMS Workflows | Jewelry Personalization | WebGL Product Customization | Role-Based Permissions | AI-Assisted Search | LLM-Assisted Prototyping

## EXPERIENCE

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### Senior Product Designer

R2Net, a Signet company | 2021 - Present

- Owned UX for internal platforms used by 100+ internal users across operations, support, product, content, and business teams, spanning CMS publishing, vendor/SKU operations, permissions, AI monitoring, and version/service management.
- Led 18-month UX definition and design for an internal CMS, enabling product and content teams to build pages and launch campaigns with significantly less engineering dependency.
- Designed permission and user-governance workflows across 15 roles, improving access, ownership, audit history, and admin control.
- Designed AI-assisted monitoring and investigation workflows for site activity, issue detection, session review, and chat-agent triage, surfacing exceptions before escalation.
- Designed production AI-assisted search for Blue Nile and James Allen, allowing customers to ask natural-language questions and receive guided product discovery results.
- Systematized multi-brand design systems for Blue Nile, James Allen, Jared, and KAY while guiding 2 designers and aligning PMs, engineers, and stakeholders through UX critique, design QA, implementation tradeoffs, and AI-assisted rapid prototyping.
- Led product design across 4 jewelry brands, connecting customer-facing e-commerce, product-configuration flows, and internal platform workflows.
- Designed customer-facing personalization experiences, including Blue Nile's Personalized Jewelry flow and Build Your Own ring journeys for 2 brands, with stone, initial, metal, diamond, and WebGL-rendered customization.

### UX/UI Designer

Spectory - Software Agency | 2018 - 2021

- Led UX/UI design for 10+ shipped B2B and B2C products across complex software platforms, mobile apps, e-commerce experiences, and responsive web projects.
- Translated client briefs, business requirements, and product constraints into information architecture, user flows, wireframes, prototypes, high-fidelity UI, and developer-ready design specs.
- Partnered with project managers, developers, and clients through agile delivery cycles, balancing usability, feasibility, visual craft, and business goals across multiple domains.

### Digital Designer

M&C Saatchi - Global Advertising Agency | 2017 - 2018

- Designed digital and print campaign assets for social media, marketing initiatives, trade shows, and events, building a foundation in visual craft, brand consistency, and fast execution under agency timelines.

## EDUCATION

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### B.A. Visual Communication and Interaction Design

Tiltan - College of Visual and Interaction Design | 2015 - 2018 | Certificate of Excellence

### Industrial Engineering and Management

Ort Braude | 2012 - 2015 | Graduated with honors

## LANGUAGES

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Hebrew - Native | English - Fluent | Russian - Fluent