

Aliksandr Dudzinski

Head of Design | Design Leader | Experience Strategy

English level: B2+

Vilnius, Lithuania / [Portfolio PDF \(11.8 MB\)](#) / aliksandr.dudzinski@gmail.com / [LinkedIn](#)

WORK EXPERIENCE

Design leader with 15+ years of experience driving product strategy, scaling design across global markets, and leading cross-functional teams in enterprise environments. Proven ability to align design with business goals, influence stakeholders at executive level, and deliver measurable product impact. Led design initiatives across healthcare, automotive, finance, and travel domains for Fortune 500 companies.

KEY IMPACT

- Scaled digital product experiences across **30+ international markets** (Johnson & Johnson)
- Reduced internal HR support requests by **67%** via AI-driven product design (USTA)
- Increased product lead generation by **21%** and improved app rating from 2.0 → 4.5 (Edmunds)
- Accelerated MVP validation cycles by **63%** through rapid experimentation (SAP)

LEADERSHIP SCOPE

- Led and mentored design teams of up to **15 designers** across multiple projects
- Drove **stakeholder alignment across product**, engineering, and executive leadership
- Facilitated workshops and **strategic sessions with C-level** stakeholders
- **Managed design resources** and delivery across complex, multi-market initiatives
- Contributed to internal programs focused on **team motivation, engagement, and performance**

WORK EXPERIENCE

Lead Experience Designer | EPAM Systems — Vilnius, Lithuania

July 2022 - PRESENT

- As the Lead Designer on **Johnson & Johnson**, I spearheaded the launch of **over 30 local markets**, implementing cutting-edge brand guidelines. I worked in close collaboration with market leads, local department heads, and key stakeholders, ensuring a seamless integration of innovative design solutions.
- As the Lead Designer on **Ryanair**, during the initial **3 weeks kick-off sprint**, after **kick-off workshop** with stakeholders, I conducted a thorough **competitor review** to identify best practices and key areas for improvement. Based on marketing reports, I also built **user flows** and **personas** to understand user needs and preferences.
- As the Lead Designer on **USTA (United States Tennis Association)**, I was responsible for encompassing a range of critical tasks during the **research phase** aimed at ensuring a seamless and user-friendly experience of **innovative AI-solution** for HRs and employees. The number of support requests related to HR topics **decreased significantly by 67%**.
- As a Design Leader and Resource Manager I Led **strategic activities** to get valuable insights about people motivation and expected recognition including **conducting workshops with C-level, user interviews** with interview participants, collaboration with Talent Hiring Department. Also have great experience **leading a team** of designers **up to 15 people**.

Senior Experience Designer | EPAM Systems — Minsk, Belarus

February 2014 - July 2022

- As the Senior Designer on **SAP**, I was focused on **launching MVP** products for quick market validation. My main challenge was to provide proof of concept (POC) proposals that would allow for implementation on devices, and then to conduct **user testing sessions** on real terminals in real environments. This involved researching and selecting appropriate devices and environments, creating a testing plan, and overseeing the execution of the testing sessions. The results was **increasing the**

speed of MVP launches by 63.5% which helped to **validate business ideas** really fast and effectively.

- As the Senior Designer on **Edmunds mobile app**, I led end-to-end design activities, from **research** and **ideation to prototyping** and **visual design**, collaborating closely with **cross-functional teams**. A key part of my contribution was evangelizing the **value of design** to stakeholders, facilitating workshops, and aligning teams around a shared vision for the app experience. The result of my engagement is increasing **leads generating +21%** and improving app **rating in Appstore 2 to 4.5 stars**

- As the Senior Designer on **Trizetto Networx**, I was responsible for ensuring that the product had the best possible user experience. In this role, I worked closely with stakeholders and development teams to understand business requirements and translate them into clear wireframes and clickable prototypes.

Senior Product Designer | eComCharge — Minsk, Belarus

September 2012 - February 2014

I was the sole designer responsible for a project. I developed an entirely fresh user interface for a new product, starting from scratch. I tested my design ideas with real users to ensure they were effective, and I played a key role in reshaping the company's overall design approach.

UX/UI Designer | Abiatec — Minsk, Belarus

June 2011 - September 2012

I worked as a member of a design team at a local design studio where we collaborated on various projects including website designs, dashboard interfaces, and more. I closely **collaborated with the development team & communicated with clients** on a daily basis.

CORE SKILLS

user research, UX analysis, usability testing, user interviews, Customer Journey Map, personas, prototyping, final design delivery, design thinking, wireframing, design systems, user flows, product requirements, expectations management, validation and testing ready solutions, leading design teams, product ownership, communication with stakeholders, people motivation

ADDITIONAL CERTIFICATES

Professional Scrum Master™ I (PSM I)

Web Accessibility certification by A11y Collective