

Antonina Posokhina

Senior Product Designer

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PROFILE

Senior Product Designer with 15+ years in design, creating clear and intuitive experiences for complex web and mobile products. My background spans multiple industries and international product teams, combining user research, interaction design and scalable design systems. I collaborate closely with product and engineering teams and currently design an AI-powered product focused on workflow automation.

CORE SKILLS

Product & UX: End-to-end product design, enterprise UX, workflow design, legacy redesign, interaction design, prototyping, responsive web design, mobile products, accessibility (WCAG)

Design Systems: Component libraries, interaction patterns, layout standards, UX specifications, developer handoff, design QA

Research & Strategy: User interviews, on-site research, usability testing, customer journey mapping, information architecture, heuristic evaluation, workshop facilitation

AI & Automation: AI product design, generative AI workflows, human-in-the-loop UX, workflow automation, prompt design & iteration

Tools: Figma, Jira, Google Analytics, heatmaps, Adobe Creative Suite, HTML5 & CSS

Domains: B2B SaaS, enterprise platforms, energy & mobility, insurance, HR tech, healthcare, IoT, government services

PROFESSIONAL EXPERIENCE

Senior Product Designer - AI Automation

Aug 2026 - Present

Omnisodia

- Designing user journeys and interfaces for an AI-powered product that automates complex workflows.
- Translating complex AI processes into clear, understandable interactions, making automated steps visible, with clear system feedback at every stage.
- Applying human-in-the-loop UX principles so users stay informed and in control of automated outcomes.
- Iterating on prompt design and generative AI workflows as an integral part of the product design process.

Senior Product Designer

Sep 2023 - Aug 2026

ICASA | Diepenbeek, Belgium

- Led the end-to-end UX/UI redesign of a complex legacy B2B SaaS platform supporting fuel, energy, logistics, mobility and finance workflows, owning the design process from discovery to developer handoff.
- Built and maintained a scalable design system of 100+ reusable components, including layout standards, interaction patterns, modal rules, table behaviours and form states, creating a consistent foundation across the platform.
- Conducted on-site user research and customer interviews to uncover workflow pain points and turn real user needs into product priorities.
- Translated UX findings into clear requirements, Jira tasks and implementation reviews, and ran design QA to ensure accurate delivery with development teams.
- Delivered high-fidelity prototypes, UX specifications and developer-ready Figma documentation in close collaboration with product managers, developers and business stakeholders.
- Designed the company's corporate website.

Senior UX/UI Designer - Marketing & Customer Experience

Mar 2023 - Sep 2023

Toyota Insurance Services | Brussels, Belgium

- Designed customer-facing interfaces from business requirements, acting as the user advocate within the software delivery team.
- Analysed user behaviour with heatmaps, Google Analytics and surveys to identify friction points and propose conversion-flow improvements.
- Created design system elements, brand guidelines and customer journey maps for consistent experiences across digital channels.

Senior UX/UI Designer Jul 2022 - Feb 2023

Neurocog / Neury | Australia (Remote)

- Designed mobile and web experiences for a mental health platform that lets users track emotions before and after events.
- Delivered wireframes, prototypes and product concepts for both the patient mobile app and the psychologist web portal.

Senior UX/UI Designer Jun 2021 - Jul 2022

Materialise | Kyiv, Ukraine

- Served as UX/UI expert across three industrial software products: Process Tuner (experiment management), Licensing Wizard and ProcessDB.
- Turned complex technical workflows into clear, usable interfaces, from user interviews and low-fidelity wireframes to high-fidelity UI and design system components in Figma.
- Presented design recommendations to senior stakeholders in an international Agile environment, based on user interviews and feedback analysis.

STUDIO LEADERSHIP & INTERNATIONAL CLIENT WORK

Founder & Lead Product / UX/UI Designer 2010 - 2021

ToniKa Design Studio | Ukraine (remote international clients)

- Founded and led a small design studio delivering UX/UI, digital product and brand design for international clients.
- Managed client relationships, project direction and team collaboration while designing hands-on from concept to delivery.

Selected projects

PhoenixHRIS · *Australia · Cloud HR & talent management system* 2020 - 2021

End-to-end UX for the Admin Portal, User Portal and mobile app: research, personas, flows, wireframes, usability testing and final UI, including a dynamic forms system for manager-built surveys.

Fire Near Me · *Australia · Government public safety app* 2020

UX/UI for real-time bushfire warnings and incident information, designed for clarity, accessibility and use under stress.

Sestra Systems · *United States · IoT smart dispensing platform* 2016 - 2020

End-to-end experience covering access control, dispensing management, behaviour analytics dashboards and integration workflows; led a small development team.

Zentist.io / Avicennas · *New York · Dental care platform* 2015 - 2016

Led design from brand identity through information architecture, interaction design and UX research; the MVP reached the Top 10 medical startups in the 500 Startups accelerator (2016).

Earlier projects 2010 - 2015

Branding, visual communication, web design and e-commerce.

KEY ACHIEVEMENTS

- **AR Jewellery, Barcelona (2013)**: Augmented reality app won 1st place in the Intel App Innovation Contest, Retail category.
- **Avicennas, New York (2016)**: As Design Lead, contributed to an MVP that placed in the Top 10 medical startups in the 500 Startups accelerator.
- **TEDxVinnytsia**: Volunteer art director and organiser of three TEDx conferences.

EDUCATION

Master's Degree, Technology and Design · Khmelnytskyi National University, Ukraine 2008 - 2009

Bachelor's Degree, Technology and Design · VIKOP, Ukraine 2004 - 2008

SELECTED COURSES

The AI-Driven Product Designer (LinkedIn Learning) · Generative AI: Working with Large Language Models · Accessibility: How to Design for All (IxDF) · UX Management: Strategy and Tactics (IxDF) · UX Foundations: Style Guides and Design Systems (LinkedIn Learning) · User Research - Methods and Best Practices (IxDF)

LANGUAGES

Ukrainian: Native · Russian: Fluent · English: Professional working proficiency · Dutch: B1, NT2 2.2 (CVO VOLT)