

Alexandra Bitaeva

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Product designer with ten years across health tech, e-commerce and SaaS platforms. Currently Head of Design at Spribe. Previously Head of Product at Medentee, a British healthcare startup whose platform won Digital Health Solution of the Year 2023. I teach UX/UI at Kyiv-Mohyla Academy and take on a few freelance projects a year.

Experience

Head of Design · Spribe (*product details under NDA*)

Oct 2024 – present

Leading design for complex internal systems: dense admin interfaces with heavy data, many roles and permissions, and long operational workflows. Built two design systems from scratch and set up the design process for the team - research and wireframes before pixels, early technical consultations, regular design reviews. Working closely with analysts, engineers and stakeholders on requirements that rarely arrive finished. Specifics are covered by an NDA - happy to talk about the approach.

Head of Product · Medentee

Jul 2022 – Aug 2024

Owned the product day to day: strategy, mid-term roadmaps, release planning, and the whole product team. Merged two design teams into one so web and mobile stopped drifting apart. Guided the repositioning to non-clinical communication; the platform won **Digital Health Solution of the Year** 2023 at Med-Tech World, Malta.

Design Team Lead · Medentee

Nov 2021 – Jul 2022

Led design for the web platform and mentored three junior designers. All three went on to independent careers in design, product and growth.

Product Designer · OVO

May 2020 – 2023

E-commerce for fresh produce: store, account area, and the internal warehouse tools for order assembly. Also packaging, print and motion. OVO was acquired by Silpo, Ukraine's biggest grocery chain.

Freelance · e-commerce & brand

ongoing

ISEI (Polish site for a 55-store beauty chain), CrazyBox (rebrand and store, UA & PL), D4X, Bottlebox, Edaptio.

Lecturer · Kyiv-Mohyla Academy

Sep 2021 – present

UX/UI course at the Faculty of Informatics: curriculum, multiple cohorts, career support. Graduates now work in design teams across Europe.

Education

Kyiv-Mohyla Academy · BSc & MSc, Computer Science

2015 – 2021

Skills & tools

Product design · Design systems · Design leadership · Research & usability testing · E-commerce · Brand identity

Figma

Adobe CC

Claude Code

Cursor