

Polina Alekseeva

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About me:

I am a product-oriented professional with a strong hybrid background at the intersection of **product development, data, UX, and business analysis**. Over the past few years, I have worked on complex digital products in retail, Web3, and AI-driven domains, taking responsibility from early discovery to delivery and iteration.

I have hands-on experience building products end-to-end: defining system logic and data flows, designing user experiences and interfaces, implementing automation and integrations, and translating business needs into clear technical and product solutions. I am comfortable working with ambiguity, structuring complex problems, and aligning stakeholders across product, engineering, design, and business teams.

My background includes automation and data integration (Python, SQL, Airflow), UX/UI and product interface design (Figma), analytics and validation, as well as creating clear visual and narrative materials for demos, presentations, and decision-making. This allows me to bridge the gap between **technical execution, product thinking, and user-centered design**.

I value ownership, accountability, and continuous improvement. I learn fast, adapt quickly to new domains, and take responsibility for outcomes rather than tasks. I am looking for a role where I can contribute across disciplines, support bold ideas, and help turn them into working, scalable products with real business impact.

Experience:

SPACEFYAI – PRODUCT DEVELOPER/UX ENGINEER

May 2025 – Dec 2025

- Built a full-stack web application from scratch, owning the process end-to-end: UX concept, system logic, frontend flows, and backend integration.
- Designed application structure and data flows, defined API contracts, and implemented backend logic (Python).
- Built frontend interfaces and interactive flows, validated usability through testing and iteration.
- Delivered a working MVP used for product validation and demos; prepared technical and product documentation to support future scaling.

- Balanced product, UX, and technical decisions to move quickly from idea to functional system.

Impact:

- Reduced concept-to-MVP time to ~8 weeks.
- Validated core user flows before further investment in development.

CONSULTING FOR RETAIL – CONSULTANT/DATA INTEGRATOR

Jun 2024 – Dec 2025|Prague

- Worked on automation and data integration for retail systems and pricing platforms within enterprise consulting projects.
- Built and maintained data pipelines using Airflow (DAGs, YAML configuration) to integrate data from multiple sources.
- Implemented data validation logic and quality checks to ensure reliable downstream analytics.
- Supported replenishment and pricing logic by analyzing datasets with SQL and identifying edge cases in business rules.
- Translated complex business problems into clear, testable technical solutions in collaboration with analysts and engineers.

Tech: Python, SQL, Airflow, YAML, Docker (understanding & usage), ETL concepts

Impact:

- Improved data reliability and reduced manual validation steps.
- Helped stabilize automation flows used in ongoing retail operations.

CONSULTING FOR RETAIL – MULTIMEDIA DESIGNER

Nov 2024 – Dec 2025|Prague

- Created visuals, diagrams, and motion assets for product demos and client presentations.
 - Visualized complex data flows, system logic, and technical processes to support client understanding and decision-making.
- Worked closely with consultants and developers to ensure technical accuracy in visual materials.

Impact:

- Improved clarity of technical presentations for non-technical stakeholders.
- Supported successful client demos and internal alignment.

CROWDSHELFAI – UX/UI DESIGNER

Dec 2024 – Dec 2025|Remote

- Designed a web platform for AI-based planogram audits used by retailers.
- Built user flows for different roles (store staff, managers, auditors).
- Simplified photo recognition workflows and reduced cognitive load in complex tasks.
- Introduced lightweight gamification elements to increase user engagement and participation.

Impact:

- Improved task completion clarity and usability for non-technical users.
- Increased engagement in pilot user flows.

SYNTAGMA LABS – PRODUCT RESEARCHER (WEB3)

Mar 2023 – Jun 2024|Prague

- Researched web3 startups and user behavior for investor decks.
- Produced actionable reports that helped teams adjust UX and pitch strategy.

SUNSIDE – WEB DESIGNER

Jan 2022 – Mar 2023|Prague

- Conducted market and investment research in Web3 and fintech
- Analyzed startups, funding rounds, capital raised, and comparable companies
- Prepared analytical reports and insights for investors and senior decision-makers, including former financial regulators

Education:

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

2025-2027

MBA in Business Analysis

PRAGUE UNIVERSITY OF ECONOMICS AND BUSINESS

2021-2025

Bachelor of Information Media and Services

Diploma thesis: UX and Blockchain: Design Principles for Web 3.0

Skills:

Languages:

English ●●●●○

Czech ●●●●○

Russian ●●●●●

Product & Analytical

Product Thinking ●●●●●

Business & System Analysis ●●●●●

Process Automation & Optimization ●●●●○

UX Research & Validation ●●●●○

Data Analysis & Visualization ●●●●○

Experimentation & A/B Testing ●●●○

Design & Interface

Product Interface Design (Figma) ●●●●●

Design Systems & UI Consistency ●●●●○

Visual & Presentation Design ●●●●○

Photoshop / Illustrator ●●●●○

Motion Basics (After Effects) ●●●○

Technical & Integration

SQL (MSSQL, BigQuery) ●●●●○

REST APIs & System Integration ●●●●○

Airflow (DAGs, YAML, Pipelines) ●●●○

Python (Automation, Scripts) ●●●○

HTML / CSS / JavaScript ●●●○

Docker (Basics) ●●●○

Collaboration & Work Style

Clear Communication ●●●●●

Ownership & Responsibility ●●●●●

Problem Solving ●●●●○

Analytical Thinking ●●●●○

Adaptability in Complex Systems ●●●●○

Time & Priority Management ●●●○