

Oleksandra (Sasha) Gomon

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Bridging user needs, technical constraints, and business goals. Track record of driving 0-1 product design, making dense enterprise workflows clear, and building design systems that scale.

EXPERIENCE

Master Lock and Yale Home Senior Product Designer · March 2024 – Present

Owned UX strategy, feature delivery, design systems, and cross-functional partnerships across two high-impact brands: Master Lock and Yale Home.

- Led end-to-end redesign of Master Lock's safety-critical B2B platform across mobile and web, co-architected core infrastructure, achieving WCAG AA/AAA compliance, and raising SUS from 65 to 88
- Won stakeholder buy-in on a 2-phase product strategy, meeting a 5-month launch timeline
- Led a 6-designer team to deliver a B2B platform MVP in 4 months, setting design direction throughout
- Drove full-cycle research (80+ surveys, 50+ interviews, 100+ usability tests) translating findings into product decisions that cut related support calls by 25%
- Built Master Lock's first design system, reclaiming 6+ months of development and QA time through a scalable framework
- Cut ideation time by 2-3 weeks on avg. by training Claude Code through custom prompts for wireframing and hi-fi prototyping
- Designed and shipped 5+ complex features for Yale's 3.3M-user consumer smart home app, driving its rating to 4.9

Product Designer · April 2022 – March 2024

Led UX across Yale's home security ecosystem, feature design, design systems, and cross-functional collaboration.

- Redesigned Yale Assure 2 installation journey end-to-end across mobile and OOBIE, driving a 75% increase in NPS
- Designed 30+ features for Yale's native app, supporting 10+ smart device launches
- Maintained and evolved Yale's design system, enforcing consistency while reducing avg. feature delivery time by 1 month

Part & Parcel User Experience Designer · Jan 2022 – March 2022

Defined the core architecture, key flows, and design system for a job-seeker platform, delivering a comprehensive spec and setting the foundation for a successful launch.

EdCuration User Experience Designer · Sep 2021 – Dec 2021

Redesigned the navigation, sorting, and filtering for an educational portal, reducing time on task by 40%.

MentorMe User Experience Designer · Jan 2019 – Aug 2021

Led end-to-end mobile design, from discovery through launch.

SKILLS

Interaction Design
Information Architecture
Visual Design
Design Systems
Product Strategy
Leadership
UXR · AI-Assisted Research
Rapid Prototyping
High-Fidelity Prototyping
AI Fluency
Accessibility
Mobile Development

TOOLS

Figma · FigJam · AI · Claude
Code · Figma Make · ProtoPie ·
After Effects · Storybook ·
GitHub · Xcode · Android
Studio

EDUCATION

Beginex
User Experience Design
Projector Institute
User Experience Design
Classical Private University
Master of Arts, 5/5 GPA

CONTINUED LEARNING

Designlab
Designing AI Products
Vibe Coding
Maven
AI x Influence for Design
Indi Young
Listening Deeply
Harvard Online
Exercising Leadership
Meta
Mobile App Development
IDEO U
Storytelling for Influence