

Hanna Chobal

SENIOR PRODUCT DESIGNER • COMPLEX PRODUCTS & SYSTEMS

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Senior Product Designer with 8+ years of experience creating enterprise, SaaS, financial, and consumer products from discovery to delivery. Skilled in product strategy, problem framing, UX research, and cross-functional collaboration, with a strong track record of simplifying complex workflows and building scalable user experiences. Experienced shaping product solutions, mentoring designers, and working closely with Product and Engineering teams to deliver clear, implementation-ready outcomes.

CORE COMPETENCIES

Product Discovery • Product Strategy • UX Strategy • User Research • Customer Journey Map • Information Architecture • Wireframing & Prototyping • Design Systems • Usability Testing • Requirements Analysis • Feature Definition • SaaS Product Design • Workflow Design • Data-heavy Interfaces • Accessibility • Stakeholder Management • Cross-Functional Leadership • Design Mentoring

PROFESSIONAL EXPERIENCE

Senior Product Designer

Deutsche Bank | Bucharest, Romania (Hybrid / Remote)

Enterprise financial products, workflow systems, and operational platforms

Jul 2023 - Present

- Led end-to-end product design across complex banking products including case and workflow management, document processing and validation, transaction scheduling, service requests, and audit workflows.
- Led discovery and requirements analysis with Product, Engineering, Business Analysts, and stakeholders, translating business rules, user needs, constraints, and edge cases into clear product solutions.
- Designed data-heavy workflows involving permissions, approvals, role-based validation, automation, exceptions, and recovery states, helping users understand what requires action and how to continue.
- Designed document-processing experiences combining automated extraction with multi-step human validation, structured review, side-by-side comparison, error highlighting, and progressive disclosure.
- Created user flows, information architecture, prototypes, high-fidelity UI, and detailed behavior specifications across normal, empty, loading, error, permission, and recovery states.
- Defined reusable interaction patterns and design-system standards for workflow states, validation, approvals, role-based actions, automation, and error handling.
- Partnered with Engineering through implementation, conducting design walkthroughs and QA, clarifying interaction states and edge cases, and adapting solutions to technical constraints.
- Balanced user, business, compliance, and technical requirements while mentoring a junior designer in UX reasoning, workflow thinking, stakeholder communication, and design quality.

Product Designer

Tiebreak Solutions | Sofia, Bulgaria (Remote)

Trading platform for beginner users across web, mobile, and back-office products

Jan 2021 - Mar 2023

- Led UX/UI design for web, mobile, and back-office trading experiences, simplifying complex financial interactions for beginner users.
- Conducted user research and translated insights into onboarding, information architecture, user flows, wireframes, interactive prototypes, and high-fidelity UI.
- Built and maintained reusable design-system components and visual standards to improve consistency and streamline product development.
- Partnered with Product and stakeholders to clarify requirements, balance user and business needs, and iterate on product solutions.

UX Designer

Projectium.Network | Kyiv, Ukraine (On-site)

Digital platform and social network for startups and founders

Mar 2020 - Mar 2022

- Conducted user interviews, journey mapping, wireframing, prototyping, and usability testing to shape responsive web and mobile experiences.

- Collaborated with developers through implementation and contributed to reusable UI patterns and design-system consistency.

UI/UX Designer

YouControl | Kyiv, Ukraine (On-site)

Business analysis and compliance services

Apr 2021 - Jun 2021

- Designed data-heavy business-analysis and compliance features, translating requirements and feedback into clear flows, prototypes, and interfaces.
- Collaborated with Product, Engineering, and stakeholders and contributed reusable UI patterns and design-system components.

EARLY CAREER EXPERIENCE

UI/UX & Digital Designer - PromoBuro | Kyiv, Ukraine | Oct 2019 - Sep 2020

UI/UX Designer - 99shops | Remote | May 2018 - Feb 2019

EDUCATION

Bachelor, Graphic Design - Lviv National Academy of Arts, Lviv, Ukraine, 2003-2007

Specialist, Graphic Design - Salvador Dali Institute, 2007-2008

TECHNICAL SKILLS

- Design & Prototyping: Figma, FigJam, Adobe Creative Suite, Interactive Prototyping
- User Research & Testing: User Interviews, JTBD, Journey Mapping, Usability Testing
- Product & Systems: Product Discovery, Requirements Analysis, Workflow Design, Information Architecture, Design Systems, Accessibility
- Collaboration: Agile / SAFe, Stakeholder Alignment, Engineering Hand-off, Design QA, Mentoring

LANGUAGES

English - Professional Working Proficiency (B2) • Ukrainian - Native • Russian - Native • Romanian - Conversational