

Elena Dalboni da Rocha

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PROFILE

Lead Product Designer with 10+ years leading end-to-end UX for complex platforms, specializing in Figma-based design systems and AI-enabled enterprise solutions. Reduced design iteration time by 30% in life sciences and consistently deliver intuitive, accessible post-login experiences. Expert in UX strategy and cross-functional mentoring for scalable product outcomes.

PROJECTS

Design Portfolio [Design Portfolio](#)

App Store Developer Page [App Store Developer Page](#)

CORE SKILLS

- **Domains:** Life Sciences, Bioinformatics, HealthTech, Finance, Manufacturing, Automotive, eCommerce, Learning Platforms, Enterprise SaaS
- **Technical:** Figma, FigJam, InVision, Miro, Design System Tooling, Jira, Agile, JavaScript, API Integrations, React Native, Expo, Firebase, RevenueCat, Python fundamentals, Sketch
- **AI & Product:** Generative AI, AI Product Design, AI Workflow Design, Agentic AI Workflows, AI-powered Design, Prompt Engineering
- **UX & Design:** UX Strategy, Product Design, Interaction Design, Design Systems, Journey Mapping, Information Architecture, Prototyping, Hi-fi Deliverables, Enterprise UX, User Experience Design, Responsive Design, Visual Design, Accessibility
- **Research:** User Interviews, Stakeholder Interviews, Usability Testing, Discovery, Personas, Service Maps, Opportunity Mapping, Human-Centered Design

PROFESSIONAL EXPERIENCE

EPAM Systems

Apr 2020 - Feb 2025

Lead Experience Designer - Life Sciences & Healthcare

Lead UX research, product design, and AI experience strategy for complex enterprise, finance, automotive, manufacturing, and life sciences products.

- Designed AI-powered interfaces, GenAI workflows, prototypes, and product concepts that aligned user needs, business goals, and technical feasibility, resulting in clearer design direction and faster stakeholder approval
- Owned end-to-end UX design for enterprise post-login experiences by creating journey maps, interaction flows, and hi-fi deliverables in Figma; ensured dev-ready handoff with detailed annotations and specs for cross-functional teams
- Led AI-powered design, research, prototyping, and user testing with Figma and InVision for life-sciences and healthcare solutions such as scientific workflows, bioprocess management, vaccine supply-chain optimization, and research platforms, which accelerated delivery and increased stakeholder satisfaction
- Spearheaded contributions to cross-organizational design systems, authoring reusable Figma components, templates, and scalable interaction patterns for regulated scientific portals
- Created visual design deliverables, UX concepts, dashboards, analytics reports, workflow diagrams, service maps, user journeys, and product roadmaps using Figma and Miro, which helped stakeholders visualize project progress and prioritize features
- Coordinated multidisciplinary teams across product, design, engineering, domain experts, and stakeholders using Jira and regular sprint reviews; presented design strategy, gathered feedback, and refined concepts, which shortened the design cycle and improved stakeholder alignment
- Applied knowledge of biotechnology, bioinformatics, and UX trends to improve scientific product design and support better decision-making.

EPAM Systems

Mar 2010 - Apr 2020

Senior Experience Designer

- Designed responsive enterprise applications for life sciences, healthcare, research, and business platforms, applying service-design and human-centered design to define information architecture, streamline workflows, and create interactive prototypes, which enabled teams to launch new features more quickly
- Built early-stage UX deliverables-including personas, journey maps, service and opportunity maps, technology maps, interaction prototypes, and product concepts-using Axure RP and prompt engineering, which clarified user needs and accelerated concept validation

EDUCATION

MIT

2024

Designing and Building AI Products and Services

Institute of Bioinformatics

2018 - 2019

Algorithmic Bioinformatics

Belarusian State University

2003 - 2008

B.S., Mathematics and Mechanics