Olha Tushych

Sr. Product Designer

Portfolio ↗

tshch92@gmail.com · Telegram: @tshch92 · Linkedin

About

Results-driven Senior Product Designer with **6+ years of experience**, primarily in AdTech and Real Estate.

Specializes in **data-dense platforms** (CRM, ERP, CMS, DSP). Expertise includes designing **complex workflows**, forms, dashboards, charts, maps and admin tools. Proven track record of delivering 4 SaaS MVPs quickly from concept to launch, leveraging **design systems** expertise. Skilled at bridging business goals and user needs through collaboration with cross-functional teams.

Seeks opportunities that offer long-term collaboration, leadership roles, and further professional development in enterprise-level products.

Skills

Figma · Photoshop · Illustrator · Midjourney

UX research · Ideation · Prototyping · Testing · Accessibility

HTML · sCSS · Javascript · C1 English

Experience

Product designer at **Xenoss** 🇺🇸   Apr 2022 - now

Inmar ecosystem

· Maintained and redesigned the design system in response to companies merger;
· Developed 3 platforms (Retail Media, Social, MediaHub);
· Contributed to some interconnected platforms development (Item manager, Analytics portal, Audiences Builder, Incentives);
· Developed a cross-platform account management system;
· Conducted user research alongside with product owners (interviews, focus groups, field studies);
· Collaborated with 3 dev teams + 6 other designers;
· Developed the creative approval module, connecting up to 5 parties at once (brand representatives, retailers, influencers, designers, facilitators).

AdTech · SaaS · React · leaflet.js · dashboards · forms · calendars · admin tools

LightAd

· Adapted MUI design system to meet company's look&feel;
· Developed the core platform mockups + admin tools;
· Contributed to embedding an AI performance prediction tool;
· Stopped the stakeholders from developing a misleading billing module.

AdTech · React MUI · dashboards · forms · admin tools

ReturnB2B

· Developed the content evolution tracker module;
· Introduced user onboarding and gamification;
· Supported product launch process with visuals (website graphics, presentations).

MarTech · SaaS · React · library · dashboards

UI/UX/Marketing designer at **Esportal** 🇸🇪   Apr 2022 - May 2023

- Created a set of graphic templates, (incl. SoMe, emails, on-site & off-site visuals) which allowed us to execute 50+ events smoothly;
- Introduced a resource stock (graphics, fonts, tools) for internal&external designers;
- Created & maintained a design system, as well as project mockups taxonomy;
- Developed: monetization funnel, in-platform messenger, notifications system, customer support (ticketing) module.

`E-sports` `SaaS` `React` `messenger` `subscriptions` `whitelabel`

UI/UX designer at **PIXO** 🇮🇱   May 2021 - Jan 2022

- Tuned the Angular Material design system to meet the project needs;
- Developed the core platform functionality: document exchange and construction project assessment;
- Created a construction checkup scheduling module;
- Developed a checkup constructor for ISO auditors;
- Redesigned the state construction tracking platform.

`Real Estate` `Audit` `Angular` `forms` `calendars` `RTL`

Web designer at **Quartz-stone.od** 🇺🇦   May 2021 - Nov 2021

- Conducted the research: field studies, competitive analysis, user interviews with end customers as well as middlemen;
- Developed the only one in Europe countertop cost calculator based on 2d bin packing algorithm;
- Built the sales funnel from scratch;
- Further enhanced the product based on analytics data (heatmaps) and customer feedback;
- Provided the business with printed&digital materials: samples, instructions, SoMe graphics.

`Renovation` `B2B2C` `HTML+CSS+JS` `calculator` `landing page`

UI/UX designer at **BMBY** 🇺🇸 🇮🇱   May 2020 - Apr 2021

DREAMS
- Developed a cross-platform design system (whitelabel UI kit, interactions with 3D, furnishing kit, blueprint elements kit);
- Conducted usability testing on mobile, desktop & multimedia boards;
- Delivered mockups and assets to web, Unity and 3D visualization teams;
- Trained 4 intern designers in tight terms to execute a large-scale customer project;
- Supported 7 project releases (incl. embedding customer brand styles, making appstore screenshots, making custom landing pages);
- Developed a project cost calculator to support sales processes;
- Made the corporate website (implemented partially).

`Real Estate` `Unity3D` `three.js` `Wordpress` `Augmented reality` `3d interactions` `maps` `whitelabel`

BMBY CRM
- Made a mobile app (iOs, Android) as an extension to existing desktop-only CRM solution;
- Contributed to evolving the desktop CRM.

`Real Estate` `SaaS` `Flutter` `Kendo`

Graphic/UI/UX at **BIIR** 🇩🇰 — Sep 2018 - Apr 2020

- Developed the brandbook;
- Owned corporate merch supply for recruiting and HR activities (job fairs, teambuilding events, industry workshops);
- Provided the Sales department with printed materials & presentations;
- Created an employee onboarding flow in collaboration with HR department;
- Maintained Intranet;
- Created an event guide application (iOs, Android) and website in 1.5 months with 2 devs only;
- Developed a custom CMS for a B2B store in audio industry;
- Redesigned an audio equipment store website.

`Engineering` `React` `Magento` `Wordpress` `branding` `CMS` `e-commerce`

Freelance Designer, Marketing specialist at Local companies 🇺🇦 — before 2018

- Developed a landing page for the Fire Safety course in one day
- Handled all First Aid School design needs (incl. ads, website & merch)
- Provided the home improvement retail corporation with printed banners and posters
- Created branding from scratch for 2 lasertag clubs and 1 paintball site

`branding` `websites` `SoMe graphics`

Teaching

2024 - now	**Beetroot Academy** 🇸🇪 🇺🇦	UI/UX Design teacher
2022 - now	**Bud' by Inscience** 🇺🇦	UI/UX mentor
2022 - 2023	**ITEA** 🇺🇦	Graphic Design Basics teacher

Courses taken

Spline3D at Navchalnya - 2024

Design KPIs by Vitaly Friedman - 2023

Complex UI by Vitaly Friedman - 2021

FrontEnd Basic+Pro at Hillel - 2020

UI Accessibility at Projector - 2019

Employer Branding at Laba - 2019

Misc. Marketing courses

Qualifications

NN/g UXC (Interaction Design)

Adobe Professional in Visual Design (Ps)