Olha Tushych

Portfolio 📝

Sr. Product Designer

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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
- · 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).

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.

ReturnB2B

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



AdTech	React MUI
dashboard	ds forms
admin too	ls
MarTech	SaaS
React	library
dashboard	ds

UI/UX/Marketing designer at Esportal

- · 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.

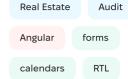
E-sports SaaS React messenger subscriptions whitelabel

Apr 2022 - May 2023

UI/UX designer at PIXO 立

- · 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.

May 2021 - Jan 2022



Web designer at **Quartz-stone.od**

- · 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;
- $\cdot\,$ Provided the business with printed&digital materials: samples, instructions, SoMe graphics.

May 2021 - Nov 2021



UI/UX designer at BMBY 🔤 莖

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).

BMBY CRM

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

May 2020 - Apr 2021



- · 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.



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



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)