

Olena Velykorodnova

Senior Product Designer (UX/UI)

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CORE EXPERTISE

- Product Design
- UX Strategy
- UX Research
- Information Architecture
- User Flows
- Interaction Design
- Enterprise UX
- SaaS Platforms
- CRM & ERP
- Dashboard Design
- Design Systems
- Component Libraries
- Accessibility
- Usability Testing
- Responsive Design
- Mobile UX
- Prototyping
- Cross-functional Collaboration

PROFESSIONAL STRENGTHS

- Systems Thinking
- Product Thinking
- Cross-functional Collaboration
- Stakeholder Communication
- Problem Solving
- Design Leadership

PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years of experience designing complex web and mobile products for B2B SaaS, CRM, ERP, and enterprise platforms.

I specialize in transforming complex workflows into intuitive user experiences through research, information architecture, interaction design, and scalable design systems.

I enjoy collaborating with product managers, engineers, and stakeholders to solve challenging business problems, improve usability, and deliver products that create measurable value for both users and businesses.

Experienced working with international teams across the full product lifecycle - from discovery and UX strategy to high-fidelity UI design and developer handoff.

EXPERIENCE

- UX/UI & Product Designer**

November 2021 – Present

Upwork | Direct Clients

 - Designed end-to-end product experiences for complex B2B SaaS, CRM, ERP, and enterprise applications.
 - Led UX discovery, user flow optimization, and information architecture for data-heavy business platforms.
 - Conducted UX audits, usability evaluations, and workflow analysis to identify product improvements and reduce user friction.
 - Drove a 15–20% improvement in user satisfaction and engagement by simplifying complex workflows and translating research insights into intuitive user experiences.
 - Built scalable design systems and reusable component libraries in Figma.
 - Collaborated closely with product managers, developers, and stakeholders to balance user needs, technical feasibility, and business goals.
 - Produced developer-ready specifications, interactive prototypes, and documentation that accelerated implementation.
 - Improved usability, task completion, and user satisfaction through iterative product design and user-centered decision making.
- UI/UX Designer**

January 2012 – October 2021

ThemeForest / Envato Marketplace

 - Designed and launched 100+ websites for WordPress, Drupal, Joomla, OpenCart, and VirtueMart, validated by real-world usage and market demand.
 - Led a freelance team, coordinating design workflows and ensuring consistency across products.
 - Achieved 41,000+ total sales, with multiple products exceeding 1,000 sales - demonstrating strong product-market fit and user-centered design.
 - Delivered user-centered, visually engaging designs tailored to diverse client requirements and brand guidelines.

CERTIFICATIONS

Google UX Design Professional Certificate

Google Career Certificates, August 2025

Design Systems Workshop

Projector Institute, October 2025

Digital Design: Creating Design Systems for Easier, Better & Faster Design

Skillshare, September 2025

Figma for Mobile App Design: Ultimate Edition

Udemy, February 2025

Motion Design with Figma: Animations, Motion Graphics, UX/UI

Zero To Mastery Academy, January 2025

UX Design with Michael Janda 2.0

Skillbox, September 2019

C1 Advanced English Level

International English Test, September 2025

LANGUAGES

Ukrainian	Native
Russian	Native
English	Fluent
Slovenian	Fluent
German	Basic
Croatian	Basic

TOOLS

Figma | Miro | Notion | Adobe Photoshop | Adobe Illustrator | Slack | Jira | Claude | ChatGPT

PREVIOUS EXPERIENCE

Website Designer

April 2008 – December 2011

FlashMint

- Crafted functional, visually refined website templates and landing pages for diverse client needs.
- Built responsive layouts and information architecture while providing UX/UI craft and team leadership to streamline releases.
- Collaborated with developers, project managers, and clients to ensure design fidelity in implementation.

Website Designer

May 2006 – March 2008

TemplateMonster

- Created visually polished website templates balancing aesthetics with usability.
- Collaborated closely with designers, design managers, and developers to deliver consistent, high-quality results.

Frontend Developer

March 2003 – April 2006

Inocreek

- Implemented website layouts from design specs using HTML, CSS, and JavaScript, ensuring cross-browser compatibility.
- Optimized sites for performance, tested functionality, and debugged issues to deliver reliable results.

EDUCATION

Petro Mohyla Black Sea National University

IT Specialist, Intelligent systems and methods of decision-making
January 2004 - July 2007

Mykolaiv Polytechnic Professional College

Junior Specialist, Computer Software Engineering
September 1999 - July 2003