

# Olga Bolshchikova

## UX Designer

I am a UX designer with an international background and 10+ years of experience in graphic design who focuses on creating human-friendly digital solutions that fulfill both user needs and business goals.

### EXPERIENCE

#### UX/UI Design Apprentice

*Designlab, San Francisco, CA*

*Jan 2017–Nov 2017*

- Performed UX design process of discover, define, design, and test
- Conducted user research to reveal insights and gain empathy; synthesized findings and formed UX strategy
- Created key design deliverables such as empathy maps, personas, storyboards, sitemaps, user flows, wireframes
- Produced user interface design for responsive websites (e-commerce product and non-profit organization) and mobile apps for iOS and Android (banking and augmented reality)
- Conducted usability testing and iterated on design based on feedback

#### Freelance Visual Designer

*BlueApple Design, Menlo Park, CA*

*Apr 2016–Present*

- Created banners, icons, designed interactive e-books and white papers by following corporate brand identity and visual guidelines

#### Freelance Visual/UI Designer

*Safe Drive Systems, New York, NY*

*Mar 2015–Mar 2016*

- Designed user-centered landing pages, ads, e-brochures, and flyers from design concept to completion
- Created presentations for potential car buyers in 60+ dealerships; resulted in 18% increase in product sales
- Redesigned website blog for better user interaction and SEO optimization, increasing blog traffic by over 50%

#### Freelance Graphic Designer

*IMR, New York, NY*

*Sept 2014–Aug 2015*





- Executed redesign, layout, and production of "IMR Review," the corporate magazine, and multi-page journalistic reports
- Implemented image manipulations, photo retouching, and vector graphics to improve visual perception and quality of the magazine

#### Sr. Graphic/Web Designer

*Integral LLC, Yekaterinburg, Russia*

*Dec 2000–May 2014*

- Supervised design, layout, and production of 5 monthly scientific magazines and 3 newspapers with a circulation of 25K+
- Reduced ~30% of client printing costs by interviewing and selecting the best offset/digital print vendor

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### SKILLS

#### UX Design

- User Research
- Information Architecture
- Wireframing
- Interaction Design
- UI Design
- Prototyping
- Usability Testing

#### Visual Design

- Layout
- Typography
- Branding
- Image Manipulation

### TOOLS

- Sketch
- Photoshop
- InDesign
- Illustrator
- InVision / Marvel
- Balsamiq / Axure
- Zeplin
- Acrobat
- HTML5 / CSS3
- Keynote / PowerPoint

### EDUCATION

- **UX Academy**  
DesignLab *Nov 2017*
- **UX/UI Design Fundamentals**  
Bloc.io *Dec 2015*
- **Bachelor of Science (BS), Engineering Physics**  
Ural Federal University, Russia

### TRAINING

- **UX & Web Design Master Course**  
Udemy *March 2017*
- **Human-Computer Interaction**  
Coursera *Aug 2014*
- **HTML & CSS**  
Codecademy *May 2013*