

# Olga Bolshchikova

## Product / UX Designer

I am a Product / UX designer with an international background and 14+ years of visual design experience. Through empathy, I create solutions valuable to both users and business. And when designing, I strive to achieve a harmonious blend of functionality and aesthetics.

### EXPERIENCE

#### Freelance Visual Designer

BlueApple Design, Menlo Park, CA

Apr 2016–Present

- Collaborated with creative director to design e-books and white papers to help users better understand the needs and the benefits of the IoT

#### Product / UX Design Apprentice

Designlab, San Francisco, CA

Jan 2017–Nov 2017

- Conducted user research to reveal insights and gain empathy
- Synthesized findings and formed UX strategy
- Designed UI for responsive websites and mobile apps for iOS and Android
- Conducted usability testing and iterated on design based on feedback
- Helped entrepreneurs stand out from competitors through design their websites

#### Freelance Visual/UI Designer

Safe Drive Systems, New York, NY

Mar 2015–Mar 2016

- Designed user-centered landing pages, e-brochures, and flyers to solve the company's problems
- Created presentations for potential car buyers in 60+ dealerships which resulted in 18% increase in product sales
- Collaborated with marketing team to redesign the website blog for better user interaction and SEO optimization, increased blog traffic by over 50%

#### Freelance Graphic Designer

IMR, New York, NY

Sept 2014–Aug 2015





- Executed redesign of the corporate magazine to improve readability
- Implemented image manipulations, photo retouching, and vector graphics to enhance the magazine quality level and visual perception

#### Sr. Graphic/Web Designer

Integral LLC, Yekaterinburg, Russia

Dec 2000–May 2014

- Participated in all stages of creating 5 scientific magazines and 3 monthly newspapers with a circulation of 25K+; supervised a design process from an idea to production
- Collaborated with developers to improve website UX which directly increased sales by 17%
- Designed ads, posters, brochures, booklets, and presentations to support companies' promotions

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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
- Print Production

### 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