

Albina Cholak

Lead Product Designer

Contacts

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Advance user

Figma & Sketch
Adobe Photoshop
Adobe illustrator
Miro
Zeplin

Advance skills

UX/UI design
Design Management
Workshop facilitation
Design thinking
Prototyping
Wireframing
UX research
User & usability testing
Agile
Service design
System thinking

My design blogs

Telegram channel
Instagram blog
Medium Blog

Other skills

Calligraphy
Advanced yoga
Photography

Lead Product designer at Octopus Labs, London

AUGUST 2016 – PRESENT (2 YRS)

As a design leader, I delivered value across the whole product development lifecycle and collaborated with data, research and development team to deliver strong outcomes. My design process included problem framing & strategy, stakeholder management, UX research, co-creation with a product team, validation, delivering UI designs, and specifications for development.

Leading design for HUB – the first digital platform to engage with and cross-sell all Octopus financial B2B and B2C products.

Digitising complex loan management process in a smart **enterprise UX** – Bob with over 70 wireframes & blueprint, which resulted in a 56% rise in internal usage and better performance.

UX and service design for Octopus p2p **investment product** at scale – Choice that drove up to a 70% increase in user engagement .

Discovery and UX design for Octopus Property and Group that deliver strong ROI.

I created design guides for product consistency and established a new agile design process to ship more efficiently. I mentored internal designers and educated management and development teams to enhance design-maturity. I designed a platform to collect and analyse empirical data and a bespoke design toolkit for workshops.

Education

MSc Design Innovation (Distinction)

LOUGHBOROUGH UNIVERSITY, LONDON, UK

MSc Inform. technologies in design (Distinction)

TAVRIA STATE AGROTECHNICAL UNIVERSITY, UKRAINE

Course: UX management

INTERACTION DESIGN NETWORK

Course: Art-Direction and Digital Design

KAMA, KYIV, UKRAINE

Course: Web design & development

NETOLOGY, MOSKOW, RUSSIA

Portfolio

albinacholak.com/portfolio

Service designer at Plexal, London

MARCH 2016 – AUGUST 2016 (6 MNTHS)

The first service and ecosystem design done for the largest business incubator in Europe – Plexal. To improve service experience, I visualised the current state across offline and online touchpoints and conducted a mix of behavioral and quantitative research with stakeholders & customers. This award-winning project helped to increase the number of customers by 20%.

Senior UX/UI designer at Fancy Interact., Moscow

SEPTEMBER 2016 – FEBRUARY 2017 (6 MNTHS)

Worked closely with CEO on concepts and designed for new product features and websites. From low-fidelity wireframes, iterative prototypes based on user feedback to UI and style guides for development.

Lead digital designer at ISD Group, Kyiv

SEPTEMBER 2015 – AUGUST 2016 (1 YRS)

As a part of an incredibly talented team of the best digital agency in Ukraine (2016-19), my role encompassed UX/UI and web design for production of multi-faced creative projects ranging from desktop to mobile to animation and video production.

I have designed an award-winning campaign for Huggies "Born for Hugs", alongside others for Kotex, Vodaphone, Nivea and [more].

Talks & workshops

Agile design in fintech

TALK, UX CRUNCH, LONDON, 2019

A tale on design transformation

TALK, KRUPA CONFERENCE, KYIV, 2019

Design as a process

TALK, LOUGHBOROUGH UNIVERSITY, LONDON, 2019

Design beyond screens or an instruction to service design

WORKSHOP, PROJECTOR, KYIV, 2019

Design as a process

TALK, PROJECTOR, KYIV, 2019