

Olga Naida

Product designer

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Research statement

I'm a UX / Product designer who deeply committed at user and business goals successful achieving. I'm using Design Thinking, Sprints, Job To Be Done and coffee to make your product better. Familiar with Figma, Adobe Product Suit, Sketch and Waste free.

Love calligraphy and have learn at Leonid's Pronenko calligraphy studio, gastronomy hunter, photographer and adept of human-centered approach in work and life.

Help you to find and solve usability problems, build user scenarios and work productive with developers and quality assurance using BDD (Behavior Driven Development)

Education

National Union of Calligraphers, Leonid Pronenko class, Krasnodar Russia (December 2017 – Nowadays)
- *Typography and Calligraphy*

Vadim Bunkoff and Vlad Shinkin Masterclass, Krasnogor, Russia (July 2018)
- *Branding and Identity*

(As spectator) **Coursera**. Remote (2018-2019)
University of Michigan: *Understanding User Needs*
University of Minnesota: *Evaluating User Interfaces*
University of California San Diego: *Human-Centered Design: an Introduction*
University of California San Diego: *User Experience: Research & Prototyping*

Kuban State University, Krasnogor, Russia (2011-2017)
- *Bachelor of Cartography and Geoinformatics, Computer Science*
- *Master of Geography, Social management*

School of Art, Belorechensk, Russia (2004-2006)
- *Art and Graphics*

Vitaliy Antonov Workshop, Moscow (2019)
- *Sell courses online*

Regularly visit meetups

- Sell Courses Online Conf, Moscow 2019 (cast dev.)
- IIDF Russian VC Fund and Accelerator Meet, Krasnodar 2019
- Google Dev Days, Krasnodar 2018
- Design Review, Krasnodar
- TEDx Solnechniy Ostrov 2017
- Nikon DayLight Krasnodar 2017
- Canon Road Show Krasnodar 2017

Publications

- Does hamburger (sandwich) menu is really important for better user experience? (2020)
<https://medium.com/@olianayda/does-hamburger-sandwich-menu-is-really-important-for-better-user-experience-2f8b134ea6c3>
- When to use neumorphism. Shortly (2020)
<https://medium.com/@olianayda/when-to-use-neumorphism-shortly-c562f6435bd8>
- Beaches in the krasnodar region: current status, problems and solutions
Bulletin of Voronezh State University. Series: Geography. Geo-ecology (2017)
- Analysis of the Krasnodar Region beach areas using remote sensing data using ARCGIS 10.3.1 software
Scientific society Bulletin geographical faculty (2016)