

# Product Designer

## Olha Polishchuk

 [imply.design](https://imply.design)

[imply.design@gmail.com](mailto:imply.design@gmail.com)

---

## Latest Work Experience

### UX/UI Designer

**EGYM** • Unicorn in Fitness & Health

September 2021 - Now

White-label **Mobile App** Solution for members across 7500+ locations

**Web-based Systems** for business management and automated operations

Trainer-focused **Tablet App**

- Ensured designs aligned with OKRs, collaborating closely with stakeholders and technical teams to design feasible solutions that meet user needs and business objectives.
- Applied UX/UI design expertise to build advanced flows, iterate on wireframes, and prototype interactions. Tailored prototypes displayed at the trade show resulting in successful contracts negotiations.
- Planned and executed qualitative research including outlining research questions, preparing interview guide and conducting interviews. Collaborated in testing, applied frameworks and facilitated workshops. Performed quantitative analysis, e.g. evaluated features' adoption.
- Incorporated accessibility best practices into the workflow while ensuring cross-team awareness.
- Supported and improved design system continuously, including designing comprehensive, versatile, adaptive components in Figma. Participated in decision-making, guidelines establishing and knowledge sharing.
- Delivered a redesigned BioAge, impacting +5 million monthly active mobile app users. Transformed a wide range of user measurements into clear insights indicating health status and the impact of exercise on users' health through dynamic charts, contributing to a strategic partnership.
- Quickly transitioned to a high-priority project to own the design process of a gym inventory feature rollout essential in support of the personalisation innovation. Redefined the existing vision to drive the design system migration, establishing consistency instead of ad-hoc solutions. As a result, successfully delivered a scalable solution within an accelerated timeline.

## Education

### Computer Science

Field of Study — Information Technologies

**Bachelor's Degree • National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"**

2019 - 2023

Designed a computer vision platform for the practical component of my bachelor's qualification, aimed at enhancing UX safety for people with health conditions.

Developed a strong foundation in AI, Software Engineering, Data Analysis, and IoT, alongside profession-specific coursework in UX/UI Design, System Modeling, Scenario Analysis & Business Processes, and Web Design.

Mastering Product Growth

On-Demand Course • Reforge

2024

Figma Components

Workshop • Projector Institute

2023

UX Research

Course • HEC Montréal

2023

Figma Auto Layout

Workshop • Projector Institute

2022

Web Design: Strategy and Information  
Architecture

Course • California Institute of the Arts

2021

Figma Variables

Workshop • UX Tornado

2023

Product Design, Prototyping, and Testing

Course • University System of Maryland

2023

Introduction to Web Accessibility

Course • W3C

2022

Foundations of User Experience Design

Course • Google

2022

IT Law & Business Studios

Program • Institute of Law (ILTI)

2022

## Professional Experience

### UI/UX Design Generalist

Consultant

Since 2021

Mobile Apps

Web Portals and Pages

- Designed for user onboarding experience in the setup moment of the laboratories' analytical testing web portal. Produced UX Writing to engage users through the activation flow.
- Adapted existing desktop designs for the mobile version hand-off.
- Prototyped webpage for fitness trainer subscribers acquisition. Created UI Kit and wrote compelling microcopy.

### Design Lead

TEDxKyiv • Non-Profit  
Organization

December 2021 - 2022

### Designer

November 2020 - December  
2021

### Designer

IQOSA • Design Studio

April 2021 - August 2021

### Graphic Designer

SvitSoft • Digital Agency

July 2020 - April 2021