

Olena Rudenko

UX/UI Designer



11 years of experience in making complex design systems simple. Worked in a SaaS product environment on multiple platforms (web, mobile, tablet). Specialising in designing mobile applications for IoT communication platforms. An ambitious person with a passion for digital assets! Crypto and Fintech enthusiast.

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Knowledge and skills:

- ✓ built a UX/UI function for the product from the ground up;
- ✓ improving user experience and working on **smoothing customer journey** to make interfaces sleeker and user friendly;
- ✓ **software:** Sketch, Photoshop, Illustrator, Lightroom, Google Analytics, Zeplin, Xcode, Visual Studio Code;
- ✓ conducting **users and market research**, competitors analysis, collecting quantitative and qualitative data by conducting usability tests, user interviews and preparing surveys, monitoring metrics and analysis of the collected data;
- ✓ experience working with React Native, HTML, CSS, Github;
- ✓ logical thinking and significant attention to detail in problem-solving of design;
- ✓ participated in daily scrum meetings;
- ✓ participated in meetings with clients to determine goals, produce design decisions;
- ✓ always up to date with new ideas in design;
- ✓ excellent communication, collaboration & documentation skills;
- ✓ worked with backend (Database query);
- ✓ excellent knowledge of the basics of programming;
- ✓ crypto enthusiast who enjoys exploring blockchain technologies, equities and Fintech environments;
- ✓ experience with working in an **agile/scrumb** development process;
- ✓ photo shooting <https://www.shutterstock.com/g/alyonaRudenko>

Main principles:

- "Think customer first"** The best design is focused on people. Always.
- "Just keep it simple"** Working through the interface, there is no need to complicate anything, everything should be as simple, clear and obvious as possible.
- Design process:** Convert research to hypothesis, prototyping, user testing, flow improvement (if necessary), design implementation, data collection, measuring and analysing results, iteration.

Education:

- 2005 – 2011** Donetsk National Technical University
Faculty of Computer Science and Technology
Specialty Information Management System
Degree: Master of Computer Science
- 2003 – 2005** School № 17, Gornyak, Ukraine
- 1998 – 2003** Music school № 3, Gornyak, Ukraine
- 1994 – 2003** School № 26, Tsukurino, Ukraine

Work experience:

- July 2018** **Senior UX/UI Designer with Front-end developer skills**
FeelRobotics, Amsterdam
<https://www.feelrobotics.com/>

Feelrobotics is a high-tech company that connects IoT devices to an advanced communications platform that enables devices to talk to each other. Our technology makes it easy to connect to any Bluetooth enabled devices, and control it remotely or stream its sensor data to any cloud service with the click of a button. We make use of the latest technologies in Robotics, AR and VR to merge these technologies into one service that will add interactivity and touch to what users see in a virtual world.

Responsibilities:

1. Planning and implementing UX strategies for Android and iOS Apps that allow users to manage connected devices.
2. Working on UX of SaaS applications on multiple platforms (web, mobile, tablet).
3. Leading the interactive prototypes and implementing them in the design system.
4. Work on improving the UX of existing projects.

5. Conducting research and finding UX insights for the e-commerce project.
6. Involved in Front-end tasks (React Native, HTML, CSS)

**January 2017 -
July 2018**

UI/UX Mobile Designer
Freelance

Hotel App

The project is to develop a mobile application for the IOS platform for the Ukrainian hotel, which will simplify the process of check in and check out using an electronic key.

Payment form

The purpose of this work is to develop a convenient and easy to use payment form that can be adapted to any type of sales.

Design Emails for Hotel, HTML-code

This project is a set of emails designed for the hotel. The main requirement is a responsive layout and the main goal is to maximize conversions of the hotel.

**August 2013 -
November 2016**

UI/UX Senior Mobile Designer
Together Networks Limited, Dnipro, Ukraine
<https://www.togethernetworks.com>

Together Networks bring together leading online dating companies into a unique exchange point of nearly twenty percent of the world's digital dating market. As a designer I working closely with the Product team, developers and HTML-coders in an Scrum workflow to create design visually-compelling and highly-usable mobile dating sites, that use all around the world.

Responsibilities:

1. UX/UI designer for Mobile Web. Building pixel perfect interfaces.
2. Creating design guidelines document to facilitate development of future pages of site for other designers and HTML-coders.
3. Quality reviewing of the developed Mobile sites to ensure fidelity to design.
4. Creating prototypes.
5. Planning and implementing UX strategies.
6. Redesigning of current products of the company.
7. Collaborated with the product and engineering teams.

**March 2013 -
August 2013**

Designer / HTML code
Cupid plc, Dnipro, Ukraine
<https://www.cupiddates.com/>

Project: Traditional and casual dating sites.

Cupid is the leading network of Internet dating websites in the United Kingdom and other markets, with over 54 million members across 58 countries – we own and operate sites that cater to a broad user base, from the general interest (Cupid.com, Localsgodating.com) to the more niche (Uniformdating.com).

Responsibilities:

1. Building pixel perfect design of e-mails.
2. Coding completed designs of e-mails to HTML.
3. Visual user interface design (Web and Mobile).
4. Collaborated with the product and engineering teams.

**October 2012 –
March 2013**

Web designer

ISD, Dnipro, Ukraine

<https://www.isd.dp.ua/en/>

Information Systems Development (ISD) is a Ukrainian Software Development Company, founded in 1993. ISD provides Innovative and high-quality software development solutions to clients with substantial, hands-on experience developing customized and integrated solutions for the healthcare industry. ISD solutions are used by 377+ clinics and medical laboratories in USA and Canada.

Responsibilities:

1. Visual user interface design (Web and Mobile).
2. Participating in meetings with clients to determine goals, solve design problems and produce design decisions.
3. Redesigning of current products of the company.

**July 2011 –
September 2012**

Designer / HTML coder

Cupid plc, Dnipro, Ukraine

<https://www.cupiddates.com/>

Project: Traditional and casual dating sites.

Cupid is the leading network of Internet dating websites in the United Kingdom and other markets, with over 54 million members across 58 countries – we own and operate sites that cater to a broad user base, from the general interest (Cupid.com, Localsgodating.com) to the more niche (Uniformdating.com).

Responsibilities:

1. Building pixel perfect design of e-mails.
2. Coding completed designs of e-mails to HTML.

**February 2011 –
May 2011**

Designer / HTML coder on CMS Joomla

Web - studio "WWW"

Extras:

2009	Courses «3D-MAX Modeling», Donetsk National University
September 2008 – October 2008	Academy “IT Step” Donetsk, Ukraine

Languages:

English:	Upper intermediate level
Russian:	Native language
Ukrainian:	Native language