



Olha Pekarska

Senior Product Designer

Location: living in Belgium | Remote | Relocation to Germany

Portfolio: pekarska.com

Linkedin: linkedin.com/in/pekarska-olha

Email: olli.pekar@gmail.com

Phone: +32 49 42 111 91

For the past 9+ years, I've been designing digital products across a variety of industries and business models. I've worked on more than 25 web and mobile products, including over 10 MVP launches, and have been involved in every stage of the design process, from discovery and concept validation to delivery. I'm particularly interested in solving complex product challenges and collaborating with cross-functional teams to create experiences that work for both users and the business. My experience includes e-commerce, AI products, mobile apps, web platforms, and CRM/CMS solutions.

Skills

- Mobile App Design (iOS & Android guidelines)
- Web & System Design (websites, landing pages, CRM/CMS)
- Information Architecture (IA)
- Design Systems
- Product Thinking
- Low- & High-Fidelity Prototyping
- Developer Handoff & Documentation
- Leadership & Cross-Functional Collaboration
- Stakeholder Management
- AI-Enhanced Workflow

Tools & Methods

- **Figma:** design systems, components & variants, auto-layout, variables, interactive prototyping, Design Systems, FigJam for flows & workshops
- **Methods:** UX Research, Wireframing, A/B Testing, Nielsen Norman Group best practices
- **Prototyping:** clickable flows, user flows, journey mapping, rapid prototyping
- **Product Thinking:** user needs, business goals, usability improvements
- **Developer Handoff:** design specifications, documentation, engineering collaboration
- **AI-Assisted Design:** rapid prototyping, UX writing, user research synthesis, information architecture, wireframing, concept generation
- **Adobe Suite:** Photoshop, Illustrator, After Effects, Media Encoder
- **Motion Design:** Lottie, UI animations, microinteractions, After Effects

Work Experience

Pica Trebax, Inc. – *Nashua, New Hampshire, USA (Remote)*

Lead UI/UX Designer – 2020 - Present

- Designed and improved mobile apps, web platforms, CRM/CMS systems, and desktop applications with a strong focus on business outcomes and usability
- Create AI-assisted MVP prototypes for internal product validation and decision-making, then translate validated concepts into production-ready Figma designs.
- Collaborated closely with product managers, developers, and QA to ensure smooth implementation and consistent user experience
- Presented design solutions to stakeholders, maintained client communication, and ensured quality across delivered solutions

Achievements:

- Progressed from Middle UX/UI Designer to Lead, taking on senior and team leadership responsibilities
- Delivered 25+ web and mobile products, including 10+ MVP launches, across e-commerce, CRM/CMS, and AI-driven solutions
- Initiated an AI-assisted MVP prototyping workflow for internal product validation and introduced an AI-enhanced Figma process, reducing design time by approximately 50%
- Led a mobile-first redesign of an e-commerce platform, increasing online sales by 90% (Namelaka)
- Identified key UX issues in the checkout flow and redesigned the experience, significantly reducing cart abandonment (TopCosmetics)
- Created internal design guidelines and review checklists, significantly reducing recurring developer and QA questions
- Led and mentored a design team of 3–4 designers and 2D artists, managing estimations, planning, and on-time project delivery

Team Market Ukraine *(Finance sector) – Kyiv, Ukraine*

Product Designer – 2019 - 2020

- Designed and optimized UX/UI for fintech web applications and landing pages, including digital wallets, money transfer flows, and funds management dashboards.
 - Independently designed and redesigned CRM system modules in collaboration with marketing and engineering teams.
 - Designed marketing and promotional assets to support product launches and user acquisition campaigns.
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East-West Group *(WEB Studio) – Kyiv, Ukraine*

Junior UI/UX Designer – 2017 - 2019

- Designed user interfaces for websites, including e-commerce projects, with a focus on usability and visual consistency.
 - Created interactive prototypes with basic motion interactions such as hover states, transitions, and simple animations.
 - Designed key e-commerce pages, including product listings, product detail pages, and checkout flows.
 - Created visual assets and micro-animations following existing brand guidelines.
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Education

Master's in Computer Engineering

National Aviation University (National University «Kyiv Aviation Institute») – *Kyiv, Ukraine*

Bachelor's in Information and Communications Systems Security

National Aviation University (National University «Kyiv Aviation Institute») – *Kyiv, Ukraine*

Languages

English - Professional working proficiency

German – Basic conversational

Ukrainian - Native

Russian - Native

Hobbies

Piano, sketching, hiking, snowboarding