Olena Martynova

A product designer with a focus on UX and UI, fuelled by a passion for visual design. I bring expertise from large IT companies, startups, and freelance work.

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LinkedIn

Portfolio site

Behance

Work experience

Product / UX / UI Designer

Freelance projects, *Europe / Ukraine – (February 2024 — present)*

Product designer

Kitman Labs, *Manchester, UK – (August 2022-November 2023)*

I led design projects for some of the company's key clients, including the Premier League, covering both mobile and complex web features.

I collaborated closely with a team of engineers and sports experts to enhance a product that helps coaches and athletes prevent injuries while optimising performance.

Worked on the redesign of the Athlete App, aimed at fostering greater player engagement.

Web User Interface Designer

WIX, *Kyiv, Ukraine – (2019-2021)*

I designed and assembled sites in WIX Editor — an online site builder — both desktop and mobile versions, conducted accessibility QA with built-in instruments and made basic SEO adjustments.

I led projects from concept design to sites going live.

Each milestone was presented to the client. The range of clients included social media influencers, food experts, educational and environmental projects, digital artists, etc.

I learned to better prioritize tasks and adapt to frequent changes, refined my visual style, improved my presentation skills, and enlarged my knowledge of accessibility and SEO.

User Experience / Interface Designer

Myhelix / MYWAYDNA, *Kyiv, Ukraine – (2017-2019)*

UI design: design concept, overall UI, presentations and landing pages for pitches, conferences, mobile design (made mobile application prototype for TechCrunch 2017).

UX design: I assisted the UX designer in conducting user interviews and testing. Based on research findings we rebuilt the UX architecture of a user dashboard and enlarged the number of clients who continue to use their dashboards after receiving their genetic analysis.

Art direction: graphic and video assets for marketing purposes, assisting and art direction of photo shooting for social media brand presence, mentoring a junior designer.

Site mywaydna.com got 'Mobile Excellence' and 'Honorable Mention' awards from Awwwards.

Skills

Technology

Apps

Figma, FigJam; Jira

Adobe Photoshop, Adobe Illustrator; Adobe After Effects basics

Languages

English 🇬🇧
Professional working proficiency

Ukrainian 🇺🇦
Native proficiency

French 🇫🇷
Elementary proficiency

Education Courses

Content Design

2024

UX Design Institute, Dublin (remote)

Speculative Design

2020

Projector. School of Design & Development, Kyiv (remote)

UX Architecture

2018

Projector. School of Design & Development, Kyiv

Mobile Apps Design

2017

Projector. School of Design & Development, Kyiv

Illustration

2016

Projector. School of Design & Development, Kyiv