

Olga Kutnyakova

olgakutnyakova.com

password: blissbucket

olga.kutnyakova@protonmail.com

509.521.1725

10+ years designing products ranging from end to end mobile app design, onboarding flows, desktop, and campaign design. I pair a strong visual and interaction point of view with strategy and long term brand growth. I move fast in ambiguous, high-output environments without losing craft, and am actively integrating AI into my design toolstack. 8 years designing for financial services.

Experience

Senior UX Designer • Discover Financial Services 05/22 - 11/25

Led end-to-end product design and owned the visual design language for the 5% Cashback Bonus® rewards program, defining the experience behaved across mobile app, website, email, social, and OOH. Drove daily card usage, quarterly category activation, brand recall, and Net Promoter Score through high-craft, data-driven design decisions.

- Owned design for the 5% Cashback Bonus program, the activation-to-spend experience members navigated primarily on mobile, spanning enrollment, in-app rewards surfaces, and confirmation flows.
- Lifted program enrollment by up to 24.2% through audience-segmented activation design and continuous iteration across program quarters.
- Drove a 7% average YOY lift in category spend for the rewards program, optimizing the mobile experience, email UX, and desktop pages.
- Created reusable creative assets and templates that supported fast, consistent iteration across channels.
- Improved brand recall and Net Promoter Score by owning the visual brand identity for the rewards program via developing quarterly campaign creative with rigorous attention to hierarchy, typography, color, motion, and interaction quality.

Senior Designer • Gesa Credit Union 10/16 - 4/22

Led product and visual design for a regional credit union's consumer financial suite, including savings, checking, deposit, and lending products, working closely with cross-functional teams to design experiences that helped members navigate complex financial decisions with clarity and confidence.

- Led the end-to-end redesign of Gesa's mobile banking app single product dashboard, owning core member workflows from research and IA through final interaction and visual design.
- Reduced support-call volume by ~15% by redesigning the highest-friction self-service tasks so members could complete them confidently in-app.
- Created campaign creative for a deposit-growth program that exceeded its \$10M goal.
- Led design for a credit-union-wide rebrand following a merger, producing 500+ assets across digital and print with team.

Digital Designer • Washington State University 02/15 - 10/16

Designed digital content and improved usability of web and mobile applications for the AgWeatherNet team, making complex weather data clear and actionable for non-technical users across Washington State.

- Increased emergency drought website visits by 200% by revitalizing the site and establishing it as a single trusted source of research-backed drought information for growers statewide.
- Made complex data intuitive for non-technical users by partnering with developers to improve accessibility and usability of web and mobile applications — defining navigation patterns and UX improvements.

Skills

Product/UX Design: End to end product design, vision & strategy, interaction design, ui craft, prototyping, wireframing, content hierarchy, user flows, accessibility, AI creative integration

Research & Strategy: A/B testing, journey mapping, competitive analysis, data-informed design, conversion optimization

Visual & Design Systems: Component design, UI craft, visual design, art direction, brand design, design systems, typography, hierarchy, motion design/ animation, photography sourcing

Collaboration: Cross-functional partnership, stakeholder presentations & storytelling, project management, design mentorship

Tools

Figma, Claude Code ,Adobe Creative Cloud: Illustrator, Photoshop, After Effects, InDesign, Premiere Pro, Framer, ProtoPie, Nano Banana, Google Slides, Jira, Miro, SurveyMonkey, Contentsquare, Microsoft 365, Keynote, Powerpoint, Claude Design, Figma Make, Cursor.

Education

Bachelor of Arts, Digital Technology & Culture, graduated cum laude, Washington State University, 2015

Bachelor of Arts, Media Studies & Sociology, The Evergreen State College, 2014