

Olena Brusenska Product Designer

SUMMARY

Product designer with over 9 years of experience. I have created product interfaces and marketing materials for productivity tools, B2B business automation products, 3D editor for gaming assets, and more.

Currently, I lead design at a NFT P2P lending platform.

DETAILS

Portfolio:

brusenska.design
dribbble.com/lenabbr

Email:

lena@hey.com

Location:

Porto, Portugal • WEST (GMT+1)

SKILLS

Languages:

Ukrainian, English

Design:

Interaction Design, Visual Design, Prototyping, Sketching, User flows, Storyboarding.

Research:

Competitor analysis, User research, User Interviews, Usability testings.

Tools:

Figma, Sketch, Abstract, Protopie, Principle, Jira, Confluence, Notion.

EDUCATION

Master's Degree in Accounting

2010 - 2016

Odesa Mechnikov National University, Ukraine

EXPERIENCE

Florida Street | Gondi

Lead Product Designer • May 2023 - Now • Remote

- During my time here GONDI have become the leading crypto p2p lending platform with total loan volume over \$120M and over 2K originated loans.
- Designed & shipped over 20 big projects: Make offer, Make collection offer, Renegotiation, Trim the Top, NFT/loan profile, Lender's Dashboard, Public Dashboard, Navigation, Website, etc.
- Established and expanding design system.

Almanac

Product & Marketing Designer • Jun 2022 - Dec 2022 • Remote

- Redesigned Registration flow.
- A/B tested Onboarding & Registration, including Opt-in/Opt-out Demo and Free Trial steps, and Invite benefits system.
- Designed Pricing and Home pages for the website.
- Participated in redesign of Import, Create New, and Invite Team members flows.

Customuse

Lead Designer • Nov 2021 - Jun 2022 • Remote

- Led end-to-end design of the web platform and iOS app, from conducting competitor analysis and user research to creating user flows, prototypes, and visual/interaction designs.
- Implemented design system for both web platform and mobile application.
- Played crucial role in product strategy, design vision, tech selection, and launch preparation.

Readdle | Fluix

Product Designer • Jul 2018 - Jul 2021 • Odesa, Ukraine

- Designed iOS app, which included redesigning it for an updated workflow system, Notification Center, Global Search, and Settings.
- Mentored intern designer, who successfully completed internship and secured a design job at Fluix.
- Designed, shipped, and user-tested guided Onboarding flow.
- Worked on various design projects for Web-based admin portal, Client's iOS application (iPad + iPhone), Pages for the company's website and other Marketing materials.

Chapps

UI/UX Designer • Jul 2015 - Jun 2018 • Odesa, Ukraine

- Designed web platforms and mobile apps for Education, Telemedicine, Productivity, and Gaming startups.
- Led side project, Chapps Labs, to experiment with various brainstorming and design methodologies.