



OLESIA DUBIUK

UX/UI / Product designer



CONTACT

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SKILLS

- Mobile / Web app
- Web design
- Responsive design
- UX Research
- UX Analysis
- User Flow
- Product hypotheses
- Prototyping / Wireframing
- Moodboards / Concepts
- Design Systems / UI KIT
- Components / Autolayout

TOOLS

- Figma / Figma Make / Figjam / Figma Slides
- Midjourney / Nano Banana
- Lovable / Claude code / Claude/ Gemini
- Jira / Click up
- Shopify analytics
- Lucky Orange analytics / Heatmaps

LANGUAGES

- Ukrainian
- English [B1]

EDUCATION

Yuriy Fedkovych Chernivtsi National University
[Psychology of Pre-school Education]

Vasyl Stefanyk Precarpathian National University
[Primary Education]

PORTFOLIO

[My website](#) | [Behance](#) | [Dribbble](#)

WORK EXPERIENCE

Savellab Agency

July 2024 - 2026

In this role, I was responsible for:

- UX/UI design for web apps, websites, and brand books in industries like health, e-commerce, real estate, education.
- Participation in client projects from the first communication to the development stage. I collaborated with developers, clients, and project managers.
- Conducting UX analysis, including competitor analysis and user research.
- Creating wireframes and prototypes. Optimizing analysis and wireframe processes using AI tools: Claude, Gemini, and Figma Make.
- Creating user flows and information architecture.
- Improving conversion rates through UX solutions. I analyzed data from Shopify and Lucky Orange and prepared designs for A/B testing. **By improving the UX of the product page and menu, we increased the conversion rate by 9%.**
- Creating UI Kit & Design Systems.

Independent designer

May 2022 - Present

UX/UI design for B2B, B2C products, websites, mobile apps, SaaS, chatbots. I conduct UX research, competitor analysis, wireframing, and prototyping. I create mood boards, concepts, and UI screen designs, brand books and pitch decks.

- **Pack Pawer** [App Store](#)
I created MVP for Ukrainian startup. An **app for dog walking and care**.
 - **Competitor analysis:** an analysis of competitors in the market with similar functionality.
 - **UI stage:** the startup had a limited budget, so we moved directly to the UI stage. Creating concepts and UI design for the screens.
 - **Design system:** creating custom components, fonts/colors, and documentation.
 - **Supporting:** supporting during the development stage, adding new features.
 - **Pitch deck:** creating a brand-style pitch deck to attract investors.
- **Ribas Invest**
I created **dashboard/mobile app/chatbot** for tracking revenue and analytics on investment properties. The following stages were completed:
 - **UX stage:** competitor analysis, creating high-fidelity wireframes.
 - **UI stage:** concepts, screen design in accordance with their brand guidelines.
 - **Design system:** creating design system components to optimize the development process.