

Olha Bahaieva

Lead UX/UI Designer | Lead Product Designer |
Design System Lead

www.olhabahaieva.com
www.linkedin.com/in/olhabahaieva

+380933644177
Kyiv, Ukraine

Experienced UX/UI & Product Designer with over 10 years of creating intuitive, user-centered digital solutions for industry leaders like DISH Network and Sling. Passionate about crafting seamless user experiences, I specialize in design systems, responsive design, and usability. Proficient in Figma, Webflow, Framer, and front-end technologies, I focus on combining creativity and technical expertise to deliver impactful, user-friendly products that meet business goals.

Experience

DISH Network | Denver, USA (Remote)

Nov 2021 – Present

Lead UX/UI Designer | Lead Product Designer | Design System Lead

DISH Network is a leading satellite television and streaming services provider, delivering entertainment solutions to millions of customers across the United States.

- Designing engaging interfaces for over 2.4 million Sling TV subscribers and DISH's 8 million active users, optimizing performance across web platforms.
- Creating cohesive design systems to streamline product development, ensuring consistency across interfaces while enhancing team collaboration and scalability.
- Conducting research and usability testing with insights from over 10,000 user interactions annually, refining prototypes to ensure accessibility and satisfaction across diverse audiences.

Growth Channel | Austin, USA (Remote)

Apr 2020 – Sep 2021

Lead UX/UI Designer | Lead Product Designer | Design System Lead

Growth Channel is an AI-powered marketing platform that automates audience targeting, campaign planning, and content distribution to drive business growth efficiently.

- Improved user experiences for the AI-driven marketing product, enhancing features to optimize marketing strategies for over 3k+ advertisers, contributing to increased product engagement and satisfaction.
- Created intuitive user flows for the dashboard, streamlining complex marketing analytics, enabling users to easily track and analyze key metrics.
- Developed and maintained a robust design system by defining reusable components, design patterns, and style guidelines that optimized efficiency and elevated the user experience.

Multiple Contract Employers | Remote

May 2018 – Present

Senior UX/UI Designer | Senior Product Designer

Including Toptal (a leading freelance talent network), Human Agency (a social impact-focused marketing agency), Gronda (a hospitality career platform), and Xavinci (a creative digital agency).

- [Toptal](#), San Francisco, USA (Feb 2018 – Present): Leading 10+ high-impact web and app projects across various industries, driving growth and engagement with user-centric designs by managing the full design process.
- [Human Agency](#), San Francisco, USA (June 2019 – August 2019, 3-month contract): Developed innovative features, boosting product value and user satisfaction by maintaining cohesive, user-centered web app designs.
- [Gronda](#), Innsbruck, Austria (January 2019 – April 2019, 4-month contract): Enhanced a culinary app with over 50k users, leading UX/UI design efforts, creating prototypes, and delivering seamless user experiences.
- [Xavinci](#), Boston, USA (May 2018 – December 2018, 8-month contract): Designed 10+ interactive web layouts, optimizing user interactions and delivering high-impact digital solutions aligned with client goals.

Zazmic | San Francisco, USA (Remote)

May 2017 – May 2018

Senior UX/UI Designer | Senior Product Designer

Zazmic is a global technology and consulting firm specializing in software development to drive digital transformation.

- Built and launched 1 CRM system, 5 corporate websites, and 2 IOS apps from scratch, leveraging Zazmic's software engineering expertise, supporting industries such as healthcare, finance, & retail across global markets.

- Delivered user-focused Silicon-Valley-quality solutions across diverse platforms, supporting Zazmic's mission to help companies scale efficiently, backed by a team of 450 experts.
- Contributed to Zazmic's reputation as a leading provider of custom development solutions, driving innovation for clients in its of operation and contributing to its impressive growth across the U.S., Europe, and Asia.

Telenorma | Albstadt, Germany (Remote)

Sep 2014 – Feb 2017

UX/UI Designer

Telenorma is a provider of telecommunications and IT solutions focused on communication and security systems.

- Designed and optimized UX/UI for WordPress and Joomla websites, creating responsive and adaptive web and mobile experiences that meet the needs of Telenorma's clients across Europe.
- Developed 3D visualizations for custom furniture and office solutions, enhancing client presentations and contributing to innovative workspace designs.
- Edited and delivered engaging animations and motion graphics using After Effects, aligning with Telenorma's reputation for cutting-edge telecommunications and video conferencing systems.

Leadership and Startup Experience

Multiple Employers | Remote

Oct 2018 – Aug 2023

Founder | Co-Founder | Principal UX/UI Designer

- **Troo Co.:** Led app design from scratch, creating user-centered features and a 5-page Webflow site to enhance functionality.
- **Gamify Wellness:** Designed an iOS app that boosted engagement through physical activity challenges.
- **FamHub Network:** Developed a dashboard to streamline parental management of children's products and improve UX.
- **ADP List:** Recognized as a Top Mentor, guiding aspiring designers with 7,000+ mentorship minutes across 29 countries.
- **Education Ecosystem:** Created nine design courses, equipping aspiring designers with practical UX/UI skills.
- **UX Designers Club:** Founded and grew a Facebook community for aspiring UX/UI designers, providing mentorship and resources to 1,000+ members.
- **Medium:** Published 200+ articles on design insights, gaining a following of 13k+ readers.
- **Catchafire:** Contributed 42+ hours, saving nonprofits \$13,772 by redesigning the Caribbean Genealogy Library and Tufter websites to improve usability and drive action.

Core Skills

Design Skills: UX/UI Design: User-Centered Design, Visual Design, Typography, User Flows, User Journeys, Wireframing, Prototyping, Mockups, Accessibility, Inclusive Design, Interaction Design, Responsive Design, Design Systems, Style Guides, Design Concepts, Digital Design, Human-Computer Interaction, Data-Driven Design, Artificial Intelligence, Problem-Solving.

Research & Testing: User Research, User Interviews, User Personas, Journey Mapping, Card Sorting, Survey Design, Competitive Analysis, Usability Testing: A/B Testing, Heuristic Evaluation, Quantitative Research, Qualitative Research

Tools & Software: Design Tools: Figma, Sketch, Adobe XD, InVision, Miro, Adobe Creative Suite, Trello, Jira

Development Skills & Tools: HTML, CSS, JavaScript, React, Webflow, Framer, Visual Studio Code, GitHub, Git

Methodologies: Design Thinking, Agile Development, Hypothesis-Driven Development

Soft Skills: Cross-Functional Collaboration, Strong Interpersonal Skills, Staying Updated on Design Trends

Education

Kharkiv State Academy of Design and Arts

Master of Arts in Design

Sep 2012 – Feb 2014

Bachelor of Arts in Design

Sep 2008 – Jun 2012

Awards and Recognition

- Golden and Silver Winner, Indigo Design Award, 2023.
- Special Kudos Award, CSS Design Awards, 2022, 2024.
- Top 100 Mentor, ADP List, 2022.
- Author of "UX Design Playbook" book, Draft2Digital, 2023.
- Design Jury Member, AIVA, Shorty Awards, Orpetron, The Telly Awards
- Contributor to Fast Company, Toptal, and other leading media outlets.
- 6-time Public Speaker, YouTube, Spotify, Phase Magazine.