

Dariia Holotova

Senior Product Designer

Senior Digital Product Designer and Team Lead with 5 years of experience designing user-centered products and services. Specialized in UX/UI design, operations and innovation for impact-driven organizations.

EXPERIENCE

Chief of Operations / Q Designers

June 2024 - Present, Prague

- Oversaw day-to-day operations for a 12-person design studio
- Managed cash flow, people & culture, operational processes
- Coordinated project teams, capacity planning

Senior UX Designer / Q Designers

May 2022 - Present, Prague

Clients: E.on, Nadace KB, Česká Spořitelna, NF Veolia

- Led UX research, wireframing, prototyping and usability testing
- Collaborated with developers and stakeholders
- Designed wireframes, prototypes and design systems
- Participated in design sprints and customer journey workshops; co-led ideation and strategic workshops.

Senior Digital Product Designer / Outboxers

October 2021 - 2025, Prague

- Senior UX/UI designer at StartupBox
- Senior Product Designer at tlappka (previously BuddyVet) - prototyping, user research, Webflow development
- Senior UX Designer for ZaVodou (Conseq)
- Senior Product Designer at MindNudge

Web Designer / Nodo (Ex Liff.studio)

January 2021 - 2023, Prague

Digital Product Designer / true.code

September 2020 - October 2021, (full-time)

Junior Graphic Designer, intern / Sherpas

April 2020 - September 2020, Prague

DTP & Graphic Designer / Visualio

March 2020, Prague

dariia.holotova@gmail.com

+420 773 970 309

Prague, CZ

EDUCATION

Bachelor / Multimedia Design in Economic Practice

Prague University of Economic and Business

2018 - 2022, Prague

Business Economics and Management

Czech University of Life Sciences

2018, Prague

UX & Innovation Design

User Research, Wireframing, Prototyping, User Testing, Design Systems, Innovation design, Ideation workshops

Leadership

Operations, Team Management, Innovation Design, Finance Management

Tools & Technologies

Figma, Webflow, Adobe Photoshop, Adobe Illustrator, Airtable, MidJourney

Languages

English (fluent, C1)
Czech (fluent, C1)
Ukrainian (native)
Russian (native)
French (B1.1)

Social

[linkedin.com/in/dariiaholotova/](https://www.linkedin.com/in/dariiaholotova/)
[instagram.com/holdariia](https://www.instagram.com/holdariia)