



Olena Golubiatnikova

Senior Product Designer with 6+ years of experience in design strategy and a strong background in eCommerce, FinTech, and B2B/B2C platforms. I craft user-centered, data-driven solutions that seamlessly align business goals with exceptional experiences.

Experience

Senior Product Designer at Wunderflats

Apr 2024 - Present | Berlin, Germany

- Lead the design and optimization of the B2C booking funnel and core product functions, enhancing conversion and engagement.
- Designed solutions for DAC7 regulation compliance, balancing legal requirements with user experience.
- Drive user research initiatives to uncover insights, inform product strategy, and optimize design decisions.
- Contribute to the design system, ensuring consistency, scalability, and efficiency across teams.

Senior Product Designer at Innocode

Aug 2022 - May 2023 | Lviv, Ukraine

- Led research and design for B2B event and app-building platforms in Norway, Sweden, and Canada.
- Conducted user research, ideation workshops, prototyping, and implementation support.
- Led a redesign initiative for the Calendar product, improving retention and acquiring six additional municipalities.

Senior Product Designer at Grab

Jun 2021 - Dec 2021 | Singapore

- Led a design initiative to optimize the verification process across six Southeast Asian countries.
- Created a license migration strategy for the Thailand market, achieving the set OKR within the first month.
- Developed prototypes and conducted user testing to refine the product experience.

Senior Product Designer at GPay

Jan 2020 - Jun 2021 | Singapore

- Designed an eCommerce platform within the GPay app for the Indian market, supporting thousands of businesses in transitioning online during COVID-19.
- Created an offers channel that increased transactions by 6%.
- Redesigned store onboarding, improving CTR from under 34% to 41%.

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Skills & Expertise

Design

User Research & Insights
UX & UI Design
Systems Thinking
Prototyping & Testing
Design Strategy
Payments & FinTech
Experience

Tools

Figma
Framer
Dovetail
Adobe CC
Notion
Miro
Google Analytics
Hotjar

Education & Certifications

The Interaction Design Foundation

Mobile UX Strategy: How to Build Successful Products
Nov 2023

LITS [Lviv IT Schools]

UI/UX Design
Aug 2015

Ukrainian Academy of Printing

Master's Degree in Graphic Arts
Aug 2009