

Olena Khadzhi

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IRL Location:  Lisbon

Data-driven Product Designer & UX Researcher with a background in art direction and user-centered product development. Startup mindset — I take ownership, adapt quickly, and find the right tools or people to get things done. My focus: creating scalable, habit-forming products that solve real user problems — and support business goals.

Previously worked in a top advertising agency with global brands (Mondelez, BNP Paribas, Opel, Peugeot), blending brand strategy with high-impact visual storytelling.

Product

Experience

Co-founder & Product Designer | Feast App (Jun 2024 - now)

Built this product from 0. Led user research, product strategy, and designed high-fidelity mockups. My focus was to **create investor-ready value**: create a product that's monetizable, habit-forming, and scalable from day one.

Defined market positioning, **analyzed competitor funnels**. Created a **quiz funnel and offer page that converted 2.8% to payment** — without relying on dark patterns, focusing instead on user trust and motivation.

[Case Study](#)

UX/UI designer | Agro RIA (Nov 2023 - Feb 2024)

Conducted in-depth **user research**, focusing on business goals.

Mapped farmer journeys using AARRR, CJM, and JTBD frameworks. Analyzed **heatmaps, call logs, and 8K+ search queries** to identify drop-offs and behavior patterns.

Created solutions to **improve trust, retention**, and reduce **platform leakage**. My goal was to improve platform flow and identify what users need to **make Agro RIA their go-to selling platform**.

[Case Study](#)

UX/UI designer | Yummo app (Nov 2023 - Feb 2024)

Conducted user interviews and defined personas to identify adoption barriers. **Designed low-fi prototypes and user flows for key features** like meal personalization and collaborative grocery lists.

Mapped user journeys and identified product opportunities using Value Proposition Canvas and HMW framing. **Researched and proposed a monetization strategy** for the Ukrainian market.

[Case Study](#)

Valuable

Experience

Senior Graphic Designer | Leo Burnett (2021 - 2024)

Worked with top-tier clients, including **Mondelez (Milka, Oreo, Barni, Lux, Tuc), BNP Paribas, Philip Morris, Opel, Peugeot**, and more.

Led the creative process **from concept to execution**. Provided **mentorship**, offering feedback to junior designers.

Collaborated with cross-functional teams (copywriters, art directors, account managers) to craft creative campaigns.

[Graphic Design Portfolio](#)

Education

Professional development, Projector (2023)

UX Medium, Golden Certificate

Master Degree, Elisava, Barcelona (2019 - 2021)

Design & Art Direction

Bachelor's Degree, Mechnikov University, Odesa (2013 - 2017)

Journalism and Mass Communication

Languages: Ukrainian / English / Spanish / Turkish

Keywords

