

Olya Zinkevica

Product Designer

olyazinkevica@gmail.com • 07492875422 • olya-zinkevica.com (pwd: OlyaPortfolio26)

About

Product Designer with 4.5 years of experience delivering end-to-end design in product-led environments across healthcare, fintech, and travel. I apply systems thinking to create accessible, user-centred, and evidence-based experiences that drive measurable outcomes. Experienced in cross-functional teams, I contribute to product vision while balancing long-term strategy with fast-paced delivery.

Experience

Product Designer - American Express

May 2025 - Present • London

As part of an international design team, I own the full design cycle of acquisition journeys for consumer and business customers across five core markets: UK, Canada, France, Australia and Mexico.

- Owned the end-to-end design process of cards comparison view for Mexico market, projected to drive an uplift in application start rates and \$1.1M in incremental revenue.
- Led the design process for Shop Hub in Canada, informed by three research studies and aligned with US market standards. Facilitated cross-functional ideation workshops and produced various fidelity prototypes for testing with prospect users. The project is estimated to increase revenue by \$3M.
- Defined cross-market navigation strategy by analysing existing UI and Interaction patterns across 5 markets. Delivered a scalable global framework that balances consistency with local legal and regulatory requirements.
- Ensured consistency across markets through alignment with the global design system and contributing to evolving component patterns for acquisition journeys.

UX Designer - BJSS

Jan 2022 - May 2025 • London

Working in an agile environment for public and private sector clients with the work spanning all stages of the double-diamond process. Selected projects:

NHS App (2 years) - [Shortlisted for HSJ Digital Awards](#)

Improving patient's experience of viewing and understanding of test results with a focus on the monitoring of long-term conditions. The project improved patient engagement by 13%.

- Led discovery phase by conducting user research (quantitative and qualitative) with patients, GP staff and NHS England stakeholders.
- Partnered closely with product, engineering and clinical leadership to shape product direction, aligning user needs with business objectives and technical feasibility.
- Designed high-quality features by utilising NHS Design System and Prototyping Kit, producing Figma and coded prototypes for usability and accessibility testing.
- Collaborated closely with engineering partners, ensuring the design quality is translated to the live releases.

British Airways (1 years)

Re-design of customer account features including login experience and loyalty scheme content.

- Defined problem space by analysing over 20 documents of existing research, conducting competitor analysis and identified opportunity areas for improvement.

- Facilitated team workshops to define strategic roadmap and identify immediate priorities for design.
 - Planned and conducted usability testing to evaluate new concepts and feed into iterative design loop.
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Optimisation Assistant - Dentsu

August 2021 - January 2022 • Manchester

Assisted in delivering conversion optimisation programmes focusing on increasing revenue for a wide range of clients including retail, health, and travel sectors. Lead research projects and analysed quantitative and qualitative data, extracted insights, and created final deliverables.

Education

UI design with Figma - Experience Haus

Jan 2023 - Mar 2023 • London

MA User Experience Design (2.1) - Loughborough University

Sep 2020 - Sep 2021 • Loughborough

BA Architecture and Built Environment (2.1) - University of Nottingham

Sep 2017 - Jul 2020 • Nottingham

Skills

Design

- Figma
- Prototyping
- Design Systems
- User Journeys

Research

- Quantitative studies
- Qualitative studies
- Usability & Accessibility Testing

Leadership

- Design Strategy
- Design Backlog
- Workshop facilitation