OLGA ML

Product Designer

linkedin.com/in/olgamolinaleche

behance.net/olgamolinaleche

https://github.com/omleche

omolina@geekcowsd.com

+31 6 43 84 77 23

I am a versatile Product Designer with over five years of experience in crafting intuitive user experiences, optimizing user journeys, and designing interfaces for complex systems and websites. My expertise spans web design, prototyping, and creating compelling visuals, with a strong emphasis on simplifying intricate challenges from the perspective of the end user. Additionally, I have been learning React.js, TAilwind CSS, MUI and developing MERN web apps, further expanding my ability to design and build seamless, dynamic digital experiences.

Core Skills

» **UX/UI Design & Digital Product Design:** Designing intuitive user experiences, wireframing, prototyping, and usability testing.

» **Visual & Branding Design:** Enhancing brand identity across digital platforms with compelling visuals and storytelling.

» **Design Systems & Component Libraries:** Building scalable UI components and ensuring consistency across digital experiences.

» **Marketing & Creative Campaigns:** Designing for social media, email marketing, and digital ads to align product and brand strategy.

» **User Research & Interaction Design** – Conducting UX analysis, A/B testing, and optimizing user journeys.

Technical Skills

» **Design & Prototyping Tools :** Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign).
» **Web & Frontend Development:** WEBFLOW, HTML, CSS, React.js (Junior Dev), Tailwind CSS and MUI
» **Responsive & Mobile-First Design:** Creating adaptable layouts for cross-device usability
» **Collaboration & Project Management** – Agile workflows, Notion, Asana, Slack, Miro, Trello.

Experience

Geekcow Creative Studio (2019 – Present)
FREELANCE PRODUCT DESIGNER

» Designed user-centric experiences for web and mobile, enhancing usability and engagement. Built and maintained design systems and UI components, ensuring consistency across digital products.
» Led UX/UI for branding and marketing campaigns, creating digital assets for social media and advertising.
» Translated user research into intuitive flows and high-fidelity UI designs.
» Collaborated with developers to optimize Webflow and custom-built websites for performance
» Worked with stakeholders to align business goals with user needs, ensuring effective brand storytelling.

Building My Business (Ongoing - personal project)
UX/UI DESIGNER & BRAND CONSULTANT

» Designed and launched a bilingual business platform, supporting Spanish-speaking entrepreneurs.
» Developed a cohesive visual identity and web presence, improving brand trust and user

retention.
» Created responsive Webflow designs, ensuring a seamless experience across all devices. Integrated UX research and branding strategy to improve user engagement and accessibility.

CVJungle (2014 – 2017)
LEAD PRODUCT DESIGNER

» Led UX/UI & branding for a digital platform helping job seekers create standout CVs.
» Conducted usability testing to enhance accessibility and streamline user workßows.
» Designed and implemented a scalable UI system, improving efÞciency in product updates
» Developed marketing visuals and digital campaigns, strengthening user acquisition.

Various Clients (We Are Social Amsterdam, Crocs, ABW, Seeds Afghanistan, and more)
DIGITAL DESIGNER & MOTION GRAPHICS SPECIALIST

» Designed branding and UI for startups and social enterprises.
» Developed UX strategies, social media assets, and marketing materials.
» Created motion graphics vand interactive visuals for campaigns and advertisements.

SOFT SKILLS

» Creative Problem-Solving – Transform complex challenges into intuitive, user-friendly solutions.
» Collaboration & Cross-Team Communication – Work effectively with developers, marketers, and stakeholders to align design and business goals.
» Brand & Visual Consistency – Maintain a cohesive digital identity across product, marketing, and UI components
» User-Centered Thinking – Advocate for accessibility, usability, and seamless user experiences.
» Adaptability & Fast Learning – Stay ahead of trends in UI/UX, front-end development, and branding.
» Project & Time Management – Manage multiple projects efficiently, ensuring high-quality, on-time delivery.

MORE ABOUT ME

» Co-Founder & Graphic Designer - Arduino Community Guatemala
Led branding, social media management, and graphic design for the Arduino Community, fostering growth and engagement in the open-source hardware space. Organized events, created promotional materials, and grew the community through effective communication strategies.
» Board Member - Open Hardware Association of Guatemala
Contributed to strategic decision-making, advocating for open hardware while supporting the local tech ecosystem.
» Published Poetess Author

RECENT CERTIFICATES

2025
Ironhack Amsterdam
WEB DEVELOPMENT

2023
California Institute of Arts
UX DESIGN

2022
California Institute of Arts
VISUAL ELEMENTS OF USER INTERFACE DESIGN

2022
Google
FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN

LANGUAGES

» Spanish (Native)
» English (Fluent)
» Dutch (A2)