

Olga Bagaeva

Product Design Lead

SUMMARY

9+ years designing B2B and B2C products: banking CRMs at 6M-client scale, cryptocurrency exchanges, e-commerce and education platforms that bring 75% of leads online. I design AI-native product experiences and build the workflows behind them (Figma MCP, Cursor AI, Claude Code), and I never stop reinventing myself in the realm of product and design.

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PORTFOLIO WEBSITE

<https://justright.design/>

SKILLS

Data-Driven Design UX Research Lean UX AI-powered prototyping Design Management Concept testing Agentic UX Backlog grooming Information architecture

TOOLS AND FRAMEWORKS

Figma CJM / UJM Notion Personas Miro User Stories Jira/Confluence JTBD Agile/Scrum Claude Code Cursor AI

EXPERIENCE

Product Design | UX

May 2025 - now

Product design and consulting

- Created Web Design, Product Design, Design Systems
- Helping companies define Product Vision, Brand and Product Strategy
- Design and prototype AI-assisted, agent-driven workflows using Figma MCP, Cursor AI, and Claude Code

Product Manager | UX

Oct 2019 - Jan 2024

Authentica — B2B, B2P, B2C premium beauty brand distribution & business consulting

- Led end-to-end design across three products launched from zero (Discovery Box Shop, Mixed Education Platform, Brand Website) — discovery through research, wireframing, prototyping, and implementation
- Built and scaled reusable design system components across the product portfolio; managed product design backlog and UX capacity
- Facilitated cross-functional workshops (Sales, Legal, Marketing) to align teams around shared user journeys, working in agile cycles with the Development team
- Co-designed end-to-end analytics and KPIs, enabling data-driven decision-making
- Key results: 75% of all leads now come through the website (from 0), 10,000+ professionals onboarded, 90% of client base migrated to digital learning within 4 months, NPS 9/10 on the Education Platform

Design Lead | UX

May 2018 - Oct 2019

Takewing — digital design & development studio

- Designed 6 distinct projects across an array of fields, spanning Currency Exchange to Styling applications
- Established and managed a dynamic design department comprising 5 Designers
- Strategically selected digital frameworks (CJM, User Stories, Personas, JTBD) and tools to align design and development workflows

Senior UX/UI Designer

June 2017 - May 2018

Tinkoff bank — a fully online bank with over 36 million of clients

- Designed a CRM for a large, complex system serving 6 million banking clients, working embedded within the development team
- Conducted user research, created user personas, journeys, and wireframes
- Documented UX solutions using Jira and Confluence
- Contributed to the development of a first consistent UI KIT for all company products

Co-Creator, UX Design

June 2016 - Sept 2016

University of the Arts, London Hookup UAL project

- Developed and pitched the idea of a collaboration platform for students and professionals
- Secured funding from UAL to co-create the platform
- Led the development of a prototype platform in a team of four
- Conducted UX testing and design

ACHIEVEMENTS AND INTERESTS

- As an artist I had exhibitions in 3 countries, 4 cities. Including a 4 month-long exhibition in the central case of The British Museum
- One of my design projects was featured at Cannes Lions Health
- I have rather unusual sport interests including fire-spinning, parkour, and juggling
- I lived and worked across England, Russia, Georgia, Turkey, some European countries and now I live in Argentina

EDUCATION

Data-Driven Product Simulator Go Practice 2023 • Online

Graphic Design & Interaction, BA UAL, Central Saint Martins 2013 - 2016 • London, UK

Foundation in Art & Design British Higher School of Art and Design 2011 - 2013 • Moscow, Russia

Applied Mathematics, BS Ural State University 2005 - 2010 • Yekaterinburg, Russia

LANGUAGES

Russian : Native **English** : Fluent **Spanish** : B1