

Olena Diomina

Product Designer

Product Designer with 4+ years across mobile products, game UI and scalable design systems.
Sole designer on Playable Offers at G5 Entertainment, where simplifying the mini-game entry **increased purchase conversion by 30%**.
Now designing and building products end to end with AI-assisted workflows.

Experience

Product Designer

Self-employed, contractor · Remote · May 2024 – present

- Designed 10+ products and sites across healthcare, productivity, EdTech, immigration, e-commerce and voice AI, covering research, IA, user flows, design systems and prototypes
- Led research and validation through 20 user interviews, 9 competitor reviews, 19 wireframes and a 13-participant test of 2 core paths
- Designed 60+ product screens across 4 cycle phases and built the healthcare app solo in SwiftUI
- Designed and built a productivity app solo across 8 core flows, using an AI-assisted design-to-code workflow

Game UI/UX designer

NDA

G5 Entertainment AB · Full-time · Dec 2023 – Jun 2026

- Designed UI for 50+ playable offers and mini-games on one shared system layer, reskinned per host game
- Simplified the mini-game entry, increasing purchase conversion by 30%; a full redesign lifted it by a further 25% across several titles
- Built and maintained the UI libraries used across every format
- Maintained visual consistency and production quality as the team's sole designer
- Owned each format from structure and navigation to final UI
- Accelerated prototyping, iteration and asset preparation with AI-assisted tools

LiveOps UI/UX designer

G5 Entertainment AB · Full-time · Sep 2022 – Dec 2023

- Turned producer briefs into in-game offer and promotional layouts for mobile titles
- Maintained visual consistency and usability across live events and offers
- Delivered on a fast LiveOps schedule with producers and cross-functional teams

International trade & procurement

Omega LLC & others · 2012 – 2022

- Managed suppliers, contracts and cross-border logistics for a decade before moving into design

📍 Wrocław, Poland · Remote

🌐 olenadiomina.com

✉ hello@olenadiomina.com

in linkedin.com/in/olenadiomina

📌 t.me/olena_dmn

Skills

- Product Design
- Product Strategy
- UX Research
- User Interviews
- Competitor Analysis
- UX Audit
- Usability Testing
- Information Architecture
- User Flows
- Wireframing
- Interaction Design
- Design Systems
- High-Fidelity Prototyping
- Mobile UI
- Game UI
- Playable Offers
- LiveOps Design
- Accessibility (WCAG)
- AI-Assisted Workflows
- Design-to-Code
- HTML/CSS

Tools

- Figma
- Photoshop
- Illustrator
- Webflow
- Framer
- Maze
- Cursor
- Claude
- Codex
- Google AI Studio
- GitHub
- Vercel
- Jira
- Confluence
- Notion

Education

Designer Boost Jun – Sep 2026

Product UI/UX design mentorship

UI/UX Design po-lyudsky Feb – Sep 2024

Product UI/UX design bootcamp

Designly.school 2023

UI/UX design

Tubik Academy 2022

UI/UX design

Beetroot Academy 2020

Front-end development

Volodymyr Dahl East Ukrainian National University

2008 – 2014

Bachelor's and Master's degrees in foreign economic activity management

Languages

Ukrainian Native

Russian Native

English Professional