

OLYA ANDROSİK

Product Design Leader | Growth Strategist | Ethical AI & Civic Tech Advocate
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Fluent in English & Russian | U.S. Citizen

Summary

Design executive with 15+ years of experience building high-performing teams and mission-driven product experiences across civic tech, AI, healthcare, and global commerce. Immigrant from Belarus with a deeply rooted commitment to ethical design, inclusive systems, and strategic impact. Proven track record in scaling design operations, leading cross-functional delivery, and driving measurable growth outcomes.

Experience

Brady UX – Co-Founder, Head of Design Ops & Ethical AI | 2023–Present

- Founded and led UX agency delivering AI-powered onboarding and civic platforms
- Directed strategy, delivery, and design operations across 8+ AI-focused client projects
- Spearheaded FIRST90 product (behavioral microlearning app); increased 30-day engagement by 25%
- Built systems for hiring, onboarding, team governance, and design handoff
- Created AI ethics and compliance frameworks adopted across client workflows

Wayfair – Sr. Manager, Product Design & DesignOps | 2021–Present

- Founded and scaled global Design Operations Office (team of 15+); reduced turnover by 10%
- Delivered design system and operations standardization across multiple product lines
- Led internal B2B systems redesign; reduced operating costs by 20%, improved service efficiency by 15%
- Drove strategy, onboarding, training, tools, hiring, and workflow optimization

Abbott – Manager, Global Design Operations | 2018–2021

- Launched Global DesignOps Office; unified design teams across 6 time zones
- Directed UX for NAVICA COVID-19 testing app; over \$760M in first-day revenue
- Reduced design debt by 30% with scalable design system implementation
- Oversaw product delivery across B2B, B2C, and SaaS platforms

Arrive – Sr. Product Designer | 2017–2018

- Led end-to-end redesign of BestParking (web/app); boosted conversion by 20%, retention by 15%
- Owned design hiring, tools, budget, and stakeholder collaboration
- Led 6-person design team; hosted cross-functional design sprints and talks

The Home Depot – Sr. Product Designer | 2016–2017

- Reimagined checkout experience; increased conversion by 23%
- Introduced 'Save For Later' feature; added 15% revenue lift in 2 weeks post-launch
- Drove UX across cart, checkout, and account systems

One Technologies – Sr. UX Designer | 2015–2016

- iOS/Android redesign increased engagement by 32%
- Credit Check Plus and ScoreSense redesigns lifted conversion by 20% and 42%, respectively

Earlier Roles

- JCPenney – UX Designer (iOS Rewards Program: +11% enrollment)
- AT&T – UX Designer (Reduced dev debt by 15%)
- CBRE – UX Designer (Reduced design inconsistency by 23%)

Education

- BFA, Interactive Art & Design – Maryland Institute College of Art
- UX Design Cohort – Tekzenit
- Human-Centered Service Design – IDEO U (2019)
- Generative AI Prompt Writing – Google (2023)

Core Skills

- Growth Design (Onboarding, Retention, Activation)
- Ethical AI Strategy & Implementation
- Design Operations & Team Scaling
- UX Research, A/B Testing, Data-Driven Design
- Tools: Figma, Jira, InVision, Abstract, Google Analytics
- Fluent in English & Russian | Scrum Certified