

OLGA GELETINA

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EXPERIENCE

- 09 21 Present* **Microsoft**
Product designer 2
- Set UI/UX guidelines for e-Commerce initiatives at Microsoft with redesigned features preferred by up to 93% of users increasing conversion rates by 5-9% and improving the experience for 10+ million daily users
 - Lead end-to-end design system efforts by creating detailed specs, Figma components, and together with UX Engineering, code equivalents leading to more consistent and efficient design work
 - Conduct regular (40+ per year) qualitative and quantitative studies with input from researchers
 - Advocate for design by driving stakeholder presentations, innovation brainstorming, and workshops
- 06 19 Present* **New School**
Part-time faculty
- Teach Mobile Design Patterns & Platforms
 - Built Experimental JavaScript — an online course on kinetic typography, 3D modeling, signal visualization, shaders, and AR
 - Produced detailed course plans, assignments, demos, and lectures optimized for remote learning
- 05 19 09 21* **The Hartford**
Associate director user experience (UX)
- Developed and maintained the Small Business Innovation Lab design system reducing feature and application build time while increasing quality
 - Led UI, motion design, and prototyping
 - Collaborated with Engineering to ensure buildout meets design specs by making detailed annotations, screen maps, information architecture diagrams, code prototypes, and front-end changes reducing build time by 30%
 - Delivered natural language processing (IBM Watson and AWS) models with complex underwriting logic with 91% accuracy (outperforming targets)
 - Ranked top 4% for building a web accessibility tool during a hackathon (300+ participants, 70 teams)
- 12 16 09 18* **Harvard Graduate School of Design**
Teaching & research assistant
- Conducted material science experiments, visualized data in Python, modeled bespoke 3D jigs in CAD, and designed graphic assets
 - Assisted with teaching How to Make (almost) Anything and Digital Media – courses in digital fabrication, rapid prototyping and electronics
 - Using the Medium API created a computational design blog with a robust content framework
- 04 16 09 17* **Freelance**
Product designer
- Provided web, branding, motion, SEO, and UX solutions to start-ups and non-profit organization
 - Developed websites with content management systems (CMS)

EDUCATION

Harvard Graduate School of Design
Master's in Design Studies
Technology

Baruch College, CUNY
Bachelor's of Business Administration
Magna cum laude

Recurse Center
12 week full-time coding retreat

General Assembly
Visual Design, User Experience Design, Data Science, JavaScript Development

RECOGNITION

Featured on Awwwards, Barba.JS showcase, bestfolios, Design Shack, Isabella Stewart Gardner Museum, Museum of Art and Design, and Office for the Arts at Harvard

WORK ELIGIBILITY

US citizen
UK Global Talent Visa

PUBLICATIONS

10 18 **ACADIA**
Fluid Equilibrium: Material Computation in Ferrofluidic Castings

08 20 **Energy & Buildings**
Tunable infrared transmission for energy-efficient pneumatic building façades

SKILLS

Design Figma
Illustrator, Photoshop, InDesign, Premiere Motion (After Effects, SVG Animations, GSAP)
Photography and film

Tech HTML, CSS, JS (vanilla, Node.js, Three.js, React)
Python (Pandas, NumPy)
Unity, C#
3D Modeling (Rhino, Grasshopper)
Embedded Programming (Arduino, C)
SQL