

Dārta Olekša

Product Designer & Creative strategist

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Education

Riga Technical University
Latvian Academy of Culture

Bachelor studies "Creative industries"

Interdisciplinarity between culture and technology. Creative industries, graphic design & design thinking, arts and culture, entrepreneurship and economics, creative thinking and technologies, marketing and communication, research.

Google UX Design Professional Certificate

Skills

Software

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere

Industry

- UI Design
- UX Design and research
- Agile & SCRUM
- Brand Identity Design
- Illustrations
- Art Direction

Soft Skills

- Creativity
- Leadership
- Interdisciplinarity
- Adaptability
- Empathy
- Versatility

Experience

Currently 2024 **UI Designer & UX manager**
"Aerones" - Robot-enabled wind turbine maintenance and inspections service provider

Driving the user experience strategy. Leading the creation and implementation of comprehensive design systems, ensuring consistency and usability across all products. Shaping product vision by collaborating closely with engineers and stakeholders to develop intuitive, user-friendly features that enhance operational efficiency and client satisfaction.

2024 **Product Designer**
2022 **SaaS platform and telemetry company "Intelligent Systems"**

Improved 4 in house products, increasing customer satisfaction and business development. Created multiple new updates and products resulting in expanding markets and offered services. Put in place systems, that streamlined design and product development processes.

2022 **Senior Graphic Designer**
2019 **Digital marketing agency "Digital TNT"**

Worked on compelling and impactful graphics, ensuring consistent brand identity and delivering effective marketing materials for clients across various digital platforms.

2019 **Educator**
2019 **International School of Riga**

2019 **Production assistant**
2019 **Technology conference "TechChill"**

Currently **Designer & Creative Strategist**
2018 **Design Studio "DartaVisuals"**

Creation of multiple creative campaigns, design solutions and brand strategies for clients in fields such as education, technology, culture, governance etc.

2017 **Project Manager**
2016 **Youth NGO "Udruga IKS" Croatia**

2016 **Project Coordinator**
2015 **Youth NGO "Baltic Regional Fund"**