

# 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 **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

Created learning plan and taught age group of 6 - 10 yo about digital art, creative photo manipulation and basics in use of photoshop.

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

Provided support in the planning, coordination, and execution of various logistical tasks, ensuring a smooth and successful event by assisting with scheduling, attendee and speaker coordination.

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

Oversaw the planning, execution, and evaluation of various initiatives and programs aimed at empowering and supporting young people in their personal and professional development.

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

Successfully led and coordinated International initiatives and projects designed to empower and uplift marginalized young individuals, fostering positive change within the community.