

Olga Romanova

Senior Product Designer

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10+ years in design across Telecom, Finance, Healthcare, and GovTech. Focused on connected-device experiences and data-dense enterprise UX — from T-Mobile's wearables and tracking ecosystem to Fortune 100 advisor and compensation dashboards. AI-forward practice — portfolio prototyped and shipped via vibe coding.

EXPERIENCE

T-Mobile | Senior UX/UI Designer

Sep 2024 – Present

T Life — #2 Lifestyle app on Apple App Store

- Owned end-to-end UX for the Network Pass trial onboarding funnel — 147K+ users through profile entry, eSIM activation, and post-trial conversion; identified drop-off points and ran iterative experiments that lifted completion at every step.
- Designed connected-device experiences across wearables, find-my-device, and map-based real-time location sharing — interactive maps, place search, permissions UX, and live sync at consumer scale.
- Shipped cross-platform across iOS, Android, and web; held the bar against Apple HIG, Material, and WCAG 2.1 AA; contributed components back to the T-Mobile design system.
- Partnered tightly with PMs, engineers, and research to balance speed with craft on both optimizations and 0-to-1 launches.

Northwestern Mutual | Senior Product Designer

Aug 2022 – Sep 2024

Advisor-facing tools for 7,500+ financial representatives at a Fortune 100 firm

- Led end-to-end design of the Compensation Dashboard — a 0-to-1, data-dense behavioral tool for tracking multi-variable comp across insurance, investments, and deferred earnings; translated dense logic into a layered UI representatives actually trusted.
- Drove the Field Rewards modernization — partnered with Engineering, Product, Content Strategy, and Research to evolve a long-running platform without breaking advisor habits.
- Mentored junior designers, set the design-system quality bar, and shipped accessible, production-ready deliverables.

MTX Group | Senior UX/UI Consultant

Dec 2020 – Aug 2022

Promoted from UX/UI Consultant — Salesforce-based portals for state and federal agencies

- Led end-to-end UX/UI on California Unemployment Insurance, NYC Energy, and DC Campaign Center — translating policy and compliance into accessible, multi-persona flows used by millions.
- Delivered in Salesforce Experience Cloud to WCAG 2.1 AA and Section 508 standards required for public-sector digital services.
- Worked across Public Health (NV), Early Education (MA), and Unemployment (CA) — high-stakes platforms with zero tolerance for friction.

Century 21 Judge Fite | Senior Designer

Oct 2017 – Dec 2020

Multi-persona real estate platform — buyers, sellers, agents, and partner financial services

- Designed end-to-end UX for a multi-vertical marketplace — map-based property search, multi-category listings, and integrated insurance/title/mortgage services — from IA through developer handoff.

Nathan Grace Real Estate | Graphic Designer

Jun 2015 – Oct 2017

- Produced marketing collateral end-to-end — logos, branding, print/web ads, direct mail, brochures, magazines, catalogs, and infographics.

SKILLS

Design & Research: Interaction Design, Product Design, UX, UI, Prototyping, User Journeys, Information Architecture, Design Systems, User Research, Usability Testing

Specialties: Product-Led Growth, Subscription & Onboarding Flows, AI-Assisted Design (Lovable, Vibe Coding), Data Visualization, Regulated Interfaces, Maps & Geolocation

Accessibility & Tools: WCAG 2.1 AA, Section 508, Inclusive Design, iOS, Android, Responsive Web, Figma, Sketch, Adobe Creative Suite, Salesforce Experience Cloud

LANGUAGES

Native / Bilingual: English, Russian, Latvian

EDUCATION

BFA & BA, Visual Arts & Advertising — Southern Methodist University

2015

Magna Cum Laude, 3.9 GPA · Tau Sigma National Honor Society

Associate in Science — Collin College

2013

Magna Cum Laude, 3.8 GPA · Leadership Academy, Honors Institute, Phi Theta Kappa