

Olga Pertseva (Ditter)

Product Designer B2B SaaS | Enterprise Systems | Internal Tools | POS & Retail Operations

Based in Amsterdam | Full EU work authorization | Hybrid / Remote-friendly

hello@peppered.design | +31 6 29406657

Portfolio: peppered.design | LinkedIn: <https://www.linkedin.com/in/olga-pertseva/>

Summary

Product Designer with 10+ years of experience designing complex operational products used in real-world environments, including POS systems, logistics tools, and enterprise platforms.

I specialize in simplifying complex workflows and **designing tools people actually want to use, not just tolerate**, combining systems thinking, user research, and close collaboration with engineering and business teams.

Selected Experience

Career Break & Independent Projects

2024–2026

After more than a decade of intensive product work, I took a planned career break to focus on personal projects, creative work, and professional development. During this time, I expanded my skills in AI-assisted design workflows, front-end implementation, and rapid product prototyping.

Product Designer | Freelance Consultant

Remote | Select projects 2020–2024, 2026–present

Consulted on enterprise platforms, government services, e-commerce, internal tools, and B2B dashboards.

- **Designed a digital training and onboarding platform for Subway**, reducing onboarding time by 40% and increasing certification rates by 60%. [Case Study](#)
- **Designed government citizen portals** under strict regulatory constraints, improving accessibility and streamlining navigation for diverse users with varying digital literacy.
- Adapted quickly across unfamiliar domains, turning complex requirements into clear user flows, information architecture, and production-ready interfaces.

Senior Product Designer | Billfold POS (US startup)

Remote | 2017–2022

Led end-to-end product design for a cashless payment ecosystem used at large events and stadiums worldwide, evolving from an early hardware prototype into a scalable tap-to-pay platform. [Case Study](#)

- **Increased per-person guest spend by up to 60%** and **boosted venue sales by 50%**.
- **Designed RFID wristband and POS systems** for high-volume venues with up to 8,000 guests.

Senior Product Designer | Gazelkin Logistics

On-site | 2017–2019

Designed a connected digital ecosystem for a cargo transportation company including driver apps, dispatch tools, call-center systems, and customer booking platforms. [Case Study](#)

- **Cut order processing time by 40%** and **reduced delivery errors by 70%**.
- **Launched a driver app with 92% adoption** within 3 weeks.
- **Tripled customer order volume** with redesigned booking experience.

Lead Product Designer | CSI / Dreamkas

On-site | 2014–2017

Led UX for Russia's first widely adopted touchscreen POS and self-checkout systems, used by thousands of stores and frontline staff with low digital literacy. [Case Study](#)

- **Created point-of-sale and self-checkout systems** for major retailers (e.g., Lenta, SPAR, OBI).
- **Sped up transactions by 25%**, **reduced cashier training by 60%**, **lowered user error by 40%**.
- **Introduced a scalable design system** spanning hundreds of screens and **built an internal design team**, establishing a user-centered design culture across hardware, software, and business units.

Core Competencies

Product Strategy & UX Leadership: Discovery, problem framing, and end-to-end product design from concept to delivery.

B2B SaaS & Enterprise UX: Designing complex operational systems, internal tools, and enterprise platforms, simplifying workflows and improving adoption across diverse user groups.

Cross-functional Collaboration: Partnering closely with engineers, PMs, QA, and stakeholders to deliver scalable, technically feasible solutions.

UX Research & Validation: User interviews, field research, usability testing, journey mapping, and workshop facilitation.

UX & Product Design: Design systems, interaction design, information architecture, prototyping, usability testing, accessibility/WCAG.

Tools & AI: Figma, Cursor, Lovable, Claude, Adobe CC, AI-assisted design workflows and prototyping.

Education

Master's (Engineer's Degree), **Computer Engineering**, ITMO University

Bachelor's (Second Degree), **Graphic Design**, State Polytechnic University