



Contact

- Portfolio
- oliwia@studio-vooodoo.com

Education

Interactive Design BA (1st Class Hons)

Ulster University | Belfast

Digital Media BSc

Napier University | Edinburgh

Interactive Design (Distinction)

NRC | Ballymoney

Software

- Figma
- Notion
- Hotjar
- Jira
- Adobe Illustrator
- Blender
- Procreate
- Posthog
- Notion
- ChatGPT
- Sublime Text
- After Effects
- Capcut
- Shopify
- WordPress

Skills

- Leadership
- User Interface Design
- Designing for AI
- User Research
- Information Architecture Design
- Prototyping
- 3D Design
- Wireframing
- Video Editing
- Content Creation
- 3D & 2D Animation
- Marketing

Personal

Sidequests

- Renovating a house from the 1890s
- Working out with ChatGPT as my PT

Reading

- 99% Invisible City (Roman Mars)
- Venture Deals (Brad Feld)

Watching

- Silicon Valley
- The Office

Oliwia Widuto

Revenue driven designer who has been helping businesses thrive for the past 9 years. Experienced in leading teams delivering projects in both startup & corporate environments. Design lead in Deloitte Digital's first ever **extended reality** team. This CV is great, my **portfolio** is better.

Work Experience

Scout VC | Founding designer

CURRENT

- Designed Scout's AI-powered venture capital platform from the ground up, leading UX research with design partners and introducing a design system to scale rapidly
- Shaped product strategy beyond design, advising marketing, refining agile delivery cadences, and collaborating cross-functionally on AI-first features

Taka | Senior designer

CURRENT

- Designed AI-powered features for clients like HKJC, exploring 20+ concepts beyond chatbots: AI video editors, intelligent search, and auto-generated landing pages from data-vis template libraries
- Created a scalable design system with semantic naming, white-label support, and variables for 3 products, improving collaboration and reducing handover errors
- Led research, UX strategy, and high-fidelity design for a new social media app from scratch, partnering with marketing, product, and founders
- Contributed to product strategy by synthesising research into actionable recommendations for new features. Ran workshops for marketing, product and stakeholders to enrich UX practice across the company

Self employed | Creator & Design mentor

APR 2023 - APR 2024

- Developed a deep understanding of user engagement and content testing by creating short-form videos, building an audience of 30K+ followers on Tiktok. Partnered with brands like Miro, PlusDocs and Massive.ai
- Built and moderated a design community on Discord; hosted talks, portfolio reviews, delivered guest talk at Friends of Figma and ran live portfolio feedback sessions for junior designers
- Designed and launched a portfolio template adopted by 390+ designers to help them present their work effectively

Deloitte - X Lab | Design lead: UI, VR, AR, 3D Modelling

SEPT 2021 - OCT 2022

- Won client work with Deloitte by creating UX, UI, and 3D assets for the UK Lawn Tennis Association's "Opening Up Tennis" augmented reality experience
- Proactively identified a gap in 3D design capability; self-taught Blender, expanding Deloitte's market offering
- Increased the accessibility of E-Nable (a charity that produces 3D-printed prosthetic limbs) by refactoring the information architecture, user journey and UI of the app
- Led 3D design for Kerry Group's entry into the Metaverse, creating assets for Spatial and introducing experimental wireframing methods

CropSafe | Designer

NOV 2020 - MAR 2023

- Designed end-to-end experiences for all CropSafe products — translating user research into information architectures, user flows and high-fidelity UIs.
- Built the CropSafe Weather App using low-code platform Bubble.io, accelerating development and testing cycles
- Facilitated the company's shift to Agile: migrating processes to ClickUp and leading sprint ceremonies
- Increased conversion rates by creating a strong, recognisable brand identity. Designed illustrated newsletter covers, animated marketing videos, and built the company website.

Synergy Learning | Developer, Support Technician

AUG 2019 - AUG 2020

- Collaborated with global clients including Ryanair, Western Union, and Kuehne + Nagel to resolve technical issues and optimise their Moodle & Totara LMS platform experience
- Led the design and theming of an award-winning Jira support portal, improving customer experience and operational efficiency

Fabric-Yard | Content Strategist, System Manager

MAR 2018 - AUG 2019

- Created social media strategy. Created weekly sewing content reaching 1000+ views.