

Kit Oliynyk

Design Director / Head of Design · Design Systems · AI-Native Practice · Team & Org Leadership
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SUMMARY

Design leader with 20+ years building and scaling design orgs across real estate, fintech, govtech, and SaaS. I set design strategy and operating models, build design systems and AI-native tooling, and grow teams — 100+ designers coached, teams led from 4 to 40+. I align design with business and user metrics and turn it into measurable impact.

SKILLS

Leadership & Management: design leadership, org design, team building & mentoring, hiring & onboarding, design operations, OKRs/KPIs, stakeholder management, product strategy, product management, executive communication

Design & Systems: design direction, design systems, AI-native design systems, design-to-code, UI design, user-centered design, UX research, rapid prototyping, accessibility, interaction design, motion, information architecture

AI & Technical: AI/ML, agentic & LLM tooling, RAG, prompt design, MCP, Figma, HTML/CSS/JS, APIs, data & analytics, Agile/Scrum/SAFe, Jira, Adobe CS, GitHub

EXPERIENCE

PadSplit — Head of Product Design

Sep 2025 – Present

- Led a company rebrand from concept to production in 3 months, then built an AI-native design system that AI agents read directly to generate on-brand UI, shipped straight to code.
- Turned it into a company-wide AI plugin so any PM, QA, or marketer can ship on-brand work that auto-enforces the design system, voice, and accessibility.
- Cut a React Native build scoped at a month-plus to under a week by letting AI read the spec instead of waiting on a handoff.
- Shipped host-facing AI features (photo scoring, room descriptions, pricing) and rebuilt the home page on the new brand for **+15% conversion**.

Answers From Me — Head of Design

Nov 2024 – Present

- Led product vision and design strategy for an AI-powered expert knowledge platform; drove product and research direction to market fit and a **40% lift in daily active users**.
- Managed and coached a team of 6, building and scaling a design system and strengthening design research practice.

Fannie Mae — Senior UX Design Manager

Jun 2022 – Aug 2025

- Led and mentored a team of 8 designers, improving performance and earning strong product-partner feedback.
- Delivered **\$5–10M** business applications with **3x development-cost savings** by integrating an enterprise design system and tightening how teams worked together.
- Launched a division-wide UX Community of Practice, coaching and training **200+ employees** to **35% adoption** of UX methods.

OneMain Financial — Senior UX Design Manager

Nov 2020 – Jun 2022

- Led a team of 4 with OKRs/KPIs, improving delivery speed and quality.
- Redesigned the loan application and underwriting flow (closing, insurance, identity/income verification, doc upload, service centers) for a **50% conversion rate**, **+15 NPS**, and reduced risk.
- Redesigned the homepage and launched a design-system program, lifting loan applications **75%** and loans-per-visitor conversion **200%**.

EXPERIENCE (CONTINUED)

Cerner — Senior Experience Design Lead

Dec 2019 – Nov 2020

- Led digital-infrastructure transformation at the U.S. Department of Veterans Affairs: designed and shipped a government-wide platform (LEAF) processing thousands of business and logistics requests — **\$18M cost savings** plus a sustainable enterprise design system.

USPS / Optimo IT — Head of Design, Design Director

Jan 2019 – Dec 2019

- Led a team of 7, raising productivity and collaboration through Agile.
- Delivered the new flagship USPS mobile app for **25M+ users**.
- Built and expanded the design practice; created a design-skills framework and launched a design research lab.

Capital One — Senior UX Design Manager

Aug 2013 – Jan 2019

- Delivered a **\$4M+** retail-bank digitization program (first among major banks): an Apple-recognized ecosystem of iPad/iPhone/Watch apps across 900+ branches; led the ATM redesign and the CashTapp cardless-ATM app.
- Drove design ops and communications for 450+ designers, building a human-centric design culture.
- Developed the Capital One Design brand, storytelling practice, and communication strategy; launched a corporate Slack bot — an AI assistant and knowledge agent for associates.

Let's Design It — Founder & Principal

Jun 2011 – Dec 2016

- Built and grew a creative agency to **\$1M+** in volume, **200+ projects**, and **30+ long-term accounts**; hired and managed 12 designers and developers.

Multiple companies, Ukraine — Head of Design / Design Director

Jan 2005 – Jun 2011

- Led and managed **40+ designers** across creative agencies, fashion magazines, and news publications.

RECOGNITION & COMMUNITY

Mentorship: ADPList Top 100 UX Design Mentor (2026) — 1,000+ pro-bono mentoring minutes (also Projector, Answers From Me)

Speaking & Writing: 18 conference talks (SXSW, FITC, Interaction, IA Conference) on UI animation, design ethics, and design cultures — noti.st/kit · essays in UX Collective / Medium

Patents: interaction design & mobile payments (Capital One)

EDUCATION

Kyiv University of Tourism, Economics and Law

1998 – 2004

Master's, Business Administration & Management

National Technical University of Ukraine, Kyiv Polytechnic Institute

1998 – 2003

B.Sc., Applied System Analysis