

Olga Stanislavova

Creative Leader · Product Design Strategist · 17 Years of Experience

Montréal, Canada · +1 438 985 5099 · stanis.olga@gmail.com · [linkedin.com/in/olga-stanislavova](https://www.linkedin.com/in/olga-stanislavova)

PROFILE

Product designer with 17 years in enterprise B2B SaaS. I design for complex, data-heavy workflows. Most recently at NuOrder (Lightspeed), where I led design on AI-powered features, cross-platform integrations, and wholesale marketplace experiences for two-sided platforms. My research has directly shaped product strategy: discovery work I led contributed to Lightspeed's acquisition of NuOrder. I work best in products where the users are professionals, the stakes are real, and the data is messy.

EMPLOYMENT HISTORY

Lightspeed Commerce *April 2020 – Present*

Staff Product Designer *April 2024 – Present*

- Lead UX strategy for Lightspeed's enterprise B2B Assortments platform, designing complex planning workflows used by major retailers including Nordstrom, David Jones, and Macy's.
- Designed Assortment Lite, the platform's first SMB-tier offering. Eliminated a critical sales barrier, secured its first paying customer in 2025, and delivered ~\$100K in operational savings per retailer through automated onboarding.
- Designed NuOrder's first AI-powered feature: a chat assistant that enables retail buyers to analyse wholesale assortments through natural language queries, replacing manual spreadsheet analysis and accelerating buying decisions.
- Designed Order Intent, a cross-platform feature connecting NuOrder Assortments to the NuOrder brand platform, solving a data harmonisation challenge between two disconnected systems to enable direct digital order submission between retailers and brands.

Design Manager *January 2022 – April 2024*

- Built and led a product design team responsible for the Lightspeed B2B Network, a wholesale integration connecting Lightspeed POS with NuOrder post-acquisition.
- Led design integration following Lightspeed's acquisition of NuOrder. Unified design processes across two product organisations and maintained team continuity through significant organisational change.
- Partnered with Product and Engineering Directors on 2–3 year roadmap planning; secured investment for 3 product initiatives through stakeholder alignment.
- Managed full design team operations: hired 1 senior and 1 mid-level designer, led onboarding, mentoring, and performance reviews.

Senior Product Designer *April 2020 – January 2022*

- Led UX design and research for Lightspeed Supplier Market, a pilot B2B marketplace embedded in the POS, enabling merchants to browse live supplier catalogs and place orders directly without leaving Lightspeed.
- Conducted discovery research identified a supplier coverage gap that directly informed Lightspeed's strategic decision to acquire NuOrder.
- Designed Lightspeed's integrations with Google My Business and Google Merchant Center; built a 3-year product roadmap using User Story Mapping.

Intact Financial Corporation *March 2017 – April 2020*

Senior UX Strategist

- Led all project stages from problem definition to design integration, delivering full UX documentation: research reports, IA, wireframes, specs, and prototypes.
- Drove continuous UX improvement across multiple products for Canada's largest insurance provider, collaborating closely with cross-functional stakeholders.

Key projects: Insurance quote tools for personal and commercial insurance

EARLIER EXPERIENCE

Full details available on request. Selected highlights:

Nurun (Publicis Groupe) • UX Designer • 2014 - 2017

Delivered IA, wireframes, prototypes, and research for major clients including Videotron, Manulife, Evinrude (BRP), and Hydro-Québec.

Nventive • UX/UI Mobile Designer • 2012 - 2014

Designed and prototyped experiences for Windows, iOS, and Android, working directly with clients and development teams.

Star • UX/UI Designer • 2010 - 2012

Created wireframes, user flows, and prototypes as blueprints for development; conducted user research to inform design decisions.

Emotion • Web Designer • 2008 - 2010

Produced wireframes, mockups, and brand identities including logo design and iconography.

National Aviation University, Technical Library • Web Designer • 2007 - 2008

Designed an online book search and ordering system; contributed to library website redesign as diploma project.

SKILLS & EXPERTISE

Leadership: Design team management, mentoring & coaching, hiring, design strategy, roadmap development, cross-functional collaboration

User Research: User interviews, surveys & data analysis, affinity diagrams, usability testing, diary studies, A/B testing, competitive analysis, customer journey mapping

Design Practice: Personas, user stories, sitemaps, service blueprints, wireframes, interactive prototypes, high-fidelity design, design hand-offs & documentation, content strategy, story mapping

Tools: Figma (+ AI plugins), Claude(Code, Design), Miro, Dovetail AI, Maze, Kive.ai - plus pen, paper & whiteboards for ideation

EDUCATION

M.S. in Computer Systems and Networks 2004 - 2009

National Aviation University, Kyiv, Ukraine

TRAINING & CERTIFICATIONS

Leading for Creativity - IDEO U, 2022

Foundations in Design Thinking - IDEO U, 2020

Insights for Innovation & From Ideas to Action (Ideation & Prototyping) - IDEO, 2020

Service Design Immersive - Cooper Professional Education, 2018

Design Research Techniques - Cooper Professional Education, 2017