

Olga Stanislavova

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Creative leader, strategist and designer

Profile

Hi, I'm Olga, a seasoned designer with over 17 years of experience. I have a solid foundation in user research, interaction design, and visual design, which has helped me successfully create products for different fields like finance and retail.

Employment history

Design Manager (June 2023 - Now)

at [Lightspeed Commerce](#) Lightspeed Commerce is one of the largest point of sale providers in North America and Europe

As a Design Manager, I lead a team of designers focused on building a B2B network to improve how suppliers and retailers communicate and do business. Working closely with the Development and Product Directors, we create a yearly development plan and product roadmap. My role includes developing design strategies, supporting team growth, and enhancing productivity through regular performance reviews and cross-team collaboration in product design.

Main projects: Lightspeed B2B Network

Lead Product Designer (January 2022 - June 2023)

at [Lightspeed Commerce](#) Lightspeed Commerce is one of the largest point of sale providers in North America and Europe

In this role, I was responsible for leading a team of product designers and working with cross-functional teams to create products that meet the needs of our customers. I also work closely with upper management to develop design strategies and ensure that our products are aligned with our business goals. In addition to my leadership responsibilities, I also handle all aspects of product design, from user research to interface design.

Main projects: Lightspeed B2B Network

Sr. Product Designer (April 2020 - January 2022)

at [Lightspeed Commerce](#) Lightspeed Commerce is one of the largest point of sale providers in North America and Europe

In this role, I was responsible for UX design, strategy, and design thinking for a suite of B2B tools. I also led customer research initiatives to inform product direction. Our team was focused on making it easy for businesses to find and manage suppliers, as well as streamline the procurement process. We built several features that improved the user experience and increased conversions.

Main projects: Suppliers Marketplace, Google My Business, Google Merchant Center integration

Sr. UX Strategist (March 2017 - April 2020)

at [Intact Financial Corporation](#) Intact Financial Corporation is the largest provider of personal and commercial insurance in Canada

As a senior UX strategist, I was responsible for leading all stages of a project, from initial problem definition to design integration. I provided all UX documentation (research documents, information architecture, wireframes, specs, prototypes, etc.), and was involved in the continuous improvement of user experience for various products.

Main projects: I developed car quote tools for personal and commercial insurance. I also created a quoting and rating system for commercial lines, now used by Intact internal agents and brokers.

UX Designer (April 2014 - March 2017)

at [Nurun \(Publicis Groupe\)](#) IT Services and IT Consulting

In this role, I was responsible for providing different UX documentation (wireframes, storyboards, user flows, process flows, personas, sketches, prototypes, and tech specs). I also developed information architecture for different types of websites and services. I conducted different types of quantitative and qualitative research (A/B tests, guerilla tests, surveys, usability tests, card sorting, and user interviews).

Main projects & clients: Videotron, Manulife (Web claims, Health insurance personal profile, finance advisor profile), Evinrude (Outboard motors BRP), HydroQuebec (personal profile, outages map, websites rework).

UX/UI mobile Designer (November 2012 - March 2014)

at [Nventive](#) IT Services and IT Consulting

As UX/UI mobile designer, I was responsible for researching, designing, and prototyping new user experiences for Windows, iOS, and Android, based on platform guidelines. Closely collaborated with developers, designers, strategists, project managers, and directly with clients.

UX/UI Designer (June 2010 – November 2012)

at [Star](#) IT Services and IT Consulting

Web Designer (July 2008 - May 2010)

at [Emotion](#) IT Services and IT Consulting

Web Designer (September 2007 - July 2008)

at [National Aviation University, Technical Library](#) Education

Skills

Team management

- Building teams and growing team members
- Design team management & team performance evaluation
- Develop and implement design strategies
- Cross functional collaboration

Product Design

- User-centered design
- Presenting design ideas and strategies to the executive leadership
- Prototyping

Research

- Personas, customer journeys
- Customer interviews
- Usability tests & reports

Education

M.S in Computer science / National Aviation University, Kyiv, Ukraine (2004-2009)

Trainings and Certificates

Leading for creativity / IDEO U / Issued in 2022

Foundations in Design Thinking Certificate / IDEO U / Issued in 2020

Insights for Innovation & From ideas to action - Bring ideas to life through ideation and prototyping / Issued by IDEO

Service design immersive (2018) and Design research techniques (2017) @ Cooper Professional Education