

Olesia Borysova

SENIOR / LEAD PRODUCT DESIGNER / DESIGN MANAGER

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Portfolio: <https://olesia-borysova-portfolio-website.vercel.app/>



Senior / Lead UX/UI & Product Designer with 7+ years of experience with B2B and B2C SaaS products across EdTech, LMS, marketplaces, ERP, and AI-driven platforms.

Specializing in complex solutions, which best uncover my strongest sides: structured thinking, advanced technical understanding, result-oriented mindset, functional AI-prototyping, building design team & processes, making complex systems simple and easy to use, strong presentation skills.

CORE SKILLS

- **Design Strategy & Execution:** UX strategy, design planning, estimation and prioritization
- **UX Research:** organizing user interviews, usability testing, surveys, research synthesis and presentation
- **AI Product Development:** concept & functional AI prototyping and design process automation
- **UI Design & Branding:** hi-fi user interface design, brandbooks and marketing materials
- **Stakeholder Management:** cross-functional alignment (product managers, C-level, founders, engineers, QA, BA), converting business and technical requirements into design solutions ready for development
- **Recruiting:** organizing hiring process, technical interviews, hiring talent & onboarding
- **Design systems:** creating & maintaining scalable design systems
- **Growth & Optimization:** user retention, engagement, conversion optimization, funnel analysis, A/B testing
- **Product Management:** product discovery, PRDs, backlog management, user stories, MVP development
- **Tools:** Figma, Adobe Suite, Claude Design, Claude Code, Jira, Confluence, Microsoft Clarity, GA, Amplitude

WORK EXPERIENCE

EDSPAN GLOBAL • NY, USA (remote) • EDTECH • INNOVATIVE EDUCATIONAL PLATFORMS • 4 PRODUCTS

LEAD PRODUCT DESIGNER

3 years
Feb 2023 - Current

- Led UX strategy and discovery for AI-driven EdTech platform targeted for a net of private schools with 1,000+ students across 5 countries
- Owned product team backlog of 60+ features, prioritizing tasks to maximize product impact and alignment with strategic goals
- Improved user engagement and retention outcomes through 3 research cycles (260+ users), increasing NPS from -4 to +11
- Designed experiment-driven improvements, including conversion optimization of key onboarding and learning flows
- Managed design processes in Scrum/Kanban, facilitating 24+ design reviews and brainstorming sessions to enhance collaboration and ideation among designers
- Built a design team of 5-members including product & 3D designers (full-time and part-time). Organized designer hiring (hiring sheets, review process)
- Designed 200+ screens, feature concepts, branding and 3D-art direction, adaptive mockups for the most complex features hands-on
- Set up & maintained an advanced code-ready design system PrimeNG, integrated with the codebase via .json design tokens
- Organized designer hiring (hiring sheets, review process) and assisted in BA recruiting

EDSPAN GLOBAL

SENIOR PRODUCT DESIGNER

2 years
Feb 2021 - Feb 2023

- Led UX strategy and contributed to product strategy for 3 complex B2C and B2B platforms with over 10,000 users onboard across 12 countries
- Designed a 100+ screen B2C iOS+Android mobile app for a tutoring platform
- Designed hands-on 3 web platforms and 3 product landing pages, including functional html+css corporate website without engaging developers
- Conducted UX research to identify drop-off points and conversion bottlenecks, translating insights into design improvements
- Identified and resolved major onboarding drop-off (~30% completion), redesigned a verification flow by reducing friction, increasing registration completion to 40% and improving activation and early user retention
- Designed and executed A/B tests across marketing and in-product flows (Optimizely, event tracking with data analyst), optimizing onboarding funnel; increased signup conversion from 7% to 27% and improved booking conversion from 12% to 20%
- Collaborated with product and engineering teams on feature rollout and go-to-market readiness, ensuring alignment from design to release
- Established design, product discovery, and user research into the company
- Conducted stakeholder interviews to clarify product vision and gather requirements
- Designed feature concepts, brandbooks, and marketing materials
- Maintained 3 design systems, enhancing consistency and accessibility across platforms

ECOLINE WINDOWS • CANADA (remote) • ERP • LEADING MANUFACTURER OF WINDOWS IN CANADA

PRODUCT DESIGNER

9 months
May 2020 - Feb 2021

- Designed 400+ screens, user flows, wireframes, and high-fidelity interactive prototypes
- Redesigned ERP admin and client system, enhancing usability and streamlining workflow across departments
- Conducted business analysis & authored user stories to facilitate seamless design handoff
- Interviewed 3+ stakeholders, sales teams, and executives to define requirements
- Gathered stakeholder feedback and performed usability testing to validate design effectiveness
- Collaborated with engineers to ensure correct implementation

INDEPENDENT UX/UI DESIGNER

1 year 3 months
Feb 2019 - May 2020

- Designed 30+ web applications, websites, mobile apps, landing pages, and branding materials across legaltech, healthtech, agritech, gambling, and agency projects
- Redesigned existing products and websites to improve usability, and user flows
- Worked with founders, agencies, and developers to deliver implementation-ready designs

EDUCATION

International Economics & Marketing | Master's degree

TARAS SHEVCHENKO NATIONAL UNIVERSITY | 2 years, 2013 - 2015

International Relations | Bachelor's degree

MARIUPOL STATE UNIVERSITY | 4 years, 2009 - 2013

Google UX Design Certification

GOOGLE | 5 months, 2019

LANGUAGES: English - B2, German - B2, Ukrainian - Native, Russian - Native