Olga Engroff

Creative Director / Product Designer

About

I am a creative director & a product designer with 20+ years experience crafting superior digital products. My projects include web and mobile application design, brand strategy development and brand identity design for clients in the technology, media & entertainment, and luxury apparel industries.

Contact

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Education

PARSONS SCHOOL OF DESIGN
Interior Design & Architecture
2015 - 2017

PARSONS SCHOOL OF DESIGN
Graphic Design
1998 - 2001

Skills

Figma
Adobe Creative Suite
Asana
Smartsheet
LucidChart
Jira

Experience

VERIZON
Lead Product Designer
Dec 2021 - Present

- Lead and manage the Experience Design team for Verizon's billing and payments, impacting over 35 million Verizon subscribers.
- Set up project and resource management systems.
- Ideate, prototype, test and design user-centric billing and payment experiences.
- Collaborate with stakeholders to deliver solutions that meet the company's business and legal standards, while minimizing customer friction and frustration.

LOOKLOOK
Creative Director / Principal Product Designer
Apr 2019 - Dec 2021

- Developed brand vision and strategy, and all related visual assets & collateral.
- Led UX and UI design for quantitative/qualitative research platform, including UX strategy, customer journeys, prototyping, concept testing, and design system development.
- Collaborated with and mentored a team of front-end developers and production designers in development of key features, including conversation stream (real-time chat application for moderators and participants), moderator notebook (tool for natural language annotations & search), visual analytics, and notification system.

MARCHING ANT DESIGN GROUP
Creative Director / Product Designer / Founder
Nov 2001 - Present

- Drive project execution, from initial sales pitch through delivery.
- Assemble and manage cross-functional teams, including sales, marketing, and product.
- Lead and art direct UX and UI design work.

EVERYSCREEN MEDIA
Director *of Product Design*
Nov 2011 - Aug 2013

- Led end-to-end design for the real-time bidding and data science technology platform, working with product owners and software engineers.
- Designed brand identity and a wide variety of marketing materials.

DIRECT REVENUE
Creative Director
Jan 2002 - Jun 2006

- Managed a team of 12 designers
- Worked on all in-house marketing campaigns
- Served as liaison between the design team, management, and engineering