Aleksandra (Ola) Soltan
Product designer

Looking for a designer with a passion for delightful experiences? Let's chat!

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TOOLS

Figma

Adobe XD

UserZoom

Photoshop

DESIGN

Design strategy

Interaction & UI design

Journey mapping

Hi- & lo-fi prototyping

Personas

User flows

RESEARCH

Interviews

Usability & concept testing

Co-design & -evaluation workshops

Qualitative analysis

Insight presentation

EXPERIENCE

Razorfish   Miami, FL (Remote)

Associate Experience Design Director   Apr 2023 - Present

Senior Experience Designer   Feb 2022 - Mar 2023

Leading UX design for a multi-billion dollar B2B ecommerce platform, including an Innovation track aimed at developing novel experiences and keeping the client on the cutting edge of their industry.

- Defined UX strategy and execution for client's marketplace expansion, including new product categories and external seller integration (implementation ongoing).
- Redesigned search experience to address customer pain points through a personalized and efficient AI-powered solution.
- Separately, led design on a Web3 proof-of-concept project based in the automotive industry, resulting in additional client leads and contracts.

AsthmaTuner   Stockholm, Sweden (Remote)

UX/UI Designer   Sep 2020 - Jan 2022

UX/UI Intern   Mar 2020 - Aug 2020

Led and supported on UX research and design for the AsthmaTuner mobile app and physician web portal. Collaborated with other designers, PM, healthcare stakeholders, and the software development team to deliver an effective yet delightful asthma care experience.

Bose   Framingham, MA

Software Engineering Intern   Jun 2019 - Aug 2019

Designed and implemented a host application in C to support product demo configuration, created engineering and marketing data analytics dashboards with SQL, and managed cross-collaboration with engineering teams across multiple disciplines.

EDUCATION

KTH Royal Institute of Technology   Stockholm, Sweden

MS, Human-Computer Interaction   2019 - 2021

BS, Computer and Information Sciences   2016 - 2019