

# Olga Saadi

Good design is  
Inclusive Design

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Olga specializes in empathy-led product development; she **understands** people in order to **build better solutions**

## relevant experience

**Presence Sleep** || **UX/UI Lead**  
February 2022 - Present, **USA**

*Presence is a system that provides actionable tools, expert knowledge, and emotional support to exhausted parents braving the adventure of getting their children to sleep*

- Led market research, crafted our product roadmap, owned the PRD, and managed overall UI/UI implementation
- Owned the end-to-end software development cycle from ideation to prioritization, execution to developer handoff
- Managed a cross-functional team (UI,UX,engineering) and orchestrated development plans in phased releases for local and offshore teams (+16 people)
- Identified the opportunity for our digital service offering, managed user testing achieving a 90% success rate amongst user-testers

**Novonate** || **Research and Development**  
June 2021 - September 2021, **USA**

*Novonate (recently acquired by Laborie) is a start-up developing hardware solutions for newborns in the NICU*

- Primary responsible for the research and development of the company's new portfolio product (hardware)
- Recruited and managed a cross-functional panel with +8 experts
- Established iterative design frameworks to the company's design practice increasing PoC testing capabilities by 50%
- Envisioned, "CAD-ed", manufactured and tested prototypes at different fidelity levels - from paper to resin-printed PoCs

**3rd Stone Design & NEST360** || **Product Manager**  
September 2020 - May 2021, **Sub-Saharan Africa - Remote**

*NEST 360 is an international alliance united to end preventable newborn deaths in African hospitals*

- Coordinated cross-continental product and user research in US, Brazil, Nigeria, Malawi and Kenya
- Presented findings and recommendations for NEST 360 executives, for the allocation of multi million USD \$ budget
- Captained a key design pivot that increased SAM by 250%
- Designed and implemented company's global health wiki reducing onboarding time by 20%

## education

**Stanford University**  
September 2019 - July 2022  
M.S. in Design Impact

**Stanford Graduate School of Business - Ignite**, Innovation and Entrepreneurship  
June 2020 - July 2020

**University of Leeds**  
January 2016 - August 2016  
Business and Innovation

**Pontifical Catholic University of Rio de Janeiro**  
January 2013 - December 2018  
B.S. in Industrial Engineering

## skills

Portuguese: Native  
English: Fluent  
French: Proficient  
Spanish: Proficient

**Collaboration Tools:**  
Zoom, G-suite, Mural, Miro, Jira

**UI/UX Tools:**  
Figma, Adobe Package,  
Protopie, Lucid Charts, C++,  
HTML & CSS

## awards

**Unleash Innovation Conference**  
March 2019  
1st Place in with Project Jóya

**Stanford University**  
September 2019  
School of Engineering  
Fellowship

**Stanford University**  
**March 2020**  
Stanford - Keio University  
International Fellowship

## workshops

**American Red Cross**  
**April 2020**  
Design Thinking 101

**Stanford Women in  
Engineering**  
**September 2021**  
CAD for prototyping

**Scania Innovation: The Future  
of Transportation**  
**May 2021**  
Workshop run in collaboration  
with Prof Bill Burnett for Scania  
Executives

**ASME ISHOW Accelerator**  
**Jury: User Knowledge**  
**2020, 2021, 2023**  
Evaluating hardware-led social  
innovations' go-to-market  
strategies

**American Red Cross || UX/UI Lead**  
**April 2020 - September 2020, USA**

- Applied design thinking practices to redesign the delivery of information for a major disaster response program of the Red Cross
- Reduced volunteer onboarding time by 60% by condensing +200 pages of doctrine documents into 1 visual artifact,
- Output documents are currently in use by +2000 volunteers nation-wide

**Smile Train & Design for Extreme Affordability || Design Lead**  
**June 2020 - September 2020, Colombia - Remote**

*Smile Train is a global NGO that partners with local hospitals and practitioners to offer surgical services and comprehensive cleft care for children in their own communities*

- Advised a group of 5 Stanford students through a international, fully-remote design research process
- Implemented non-verbal research methods based on severe speech impediments amongst user population doubling response rate
- Reduced the yearly burden of care on families by 66% by addressing bottlenecks in tele-health treatment

**Projeto Mao Dada || Founder and CEO**  
**June 2017 - September 2019, Brazil**

*Non-profit, independent research group aimed at redesigning prosthesis for children*

- Raised over USD \$10K for research via crowdfunding
- Led a team of +10 direct and indirect contributors
- Forged strategic partnerships with and between Rio's largest rehabilitation center (ABBR) and PUC's technology hub (Techgraf)

**Ipiranga Produtos de Petroleo || Franchise Development**  
**October 2016 - March 2019, Brazil**

*Ipiranga is the largest private gas and oil company in Brazil. Jet Oil is a key franchise in the group, spanning over 2000 units nation-wide*

- Appointed "Dr. Jet Oil" Project Lead while still an intern
- Optimized delivery of information to the field (+6000 workers) by 95% via Dr. Jet Oil app outperforming both email and sms communications
- Dr. Jet Oil app rated 4.5 in the app store, versus the company's app at 3.0 (in 2019)