Lisa Timanov

Staff Product Designer

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Product designer for complex, data-heavy products across AI, ecommerce, compliance and analytics. Master's in applied mathematics and six years in data analysis before design. Has led a design team, hired designers, built team processes, and stepped in as acting PM. At home across the whole product lifecycle, from the first discovery call to fine-tuning the go-to-market motion.

EXPERIENCE

Staff Product Designer · Gorgias

Jan 2026 – Present · Remote

- Lead designer on AI Journey, a 0→1 AI-driven conversational marketing product.
- Defined the platform's agentic direction: a unified skills model in which support (inbound) and marketing (outbound) are skills of one AI agent rather than separate products. Won executive buy-in; the CPO called it his biggest aha moment of the year and asked for a high-fidelity version to align the org.
- Built each strategic option as a working prototype in code with AI, so leadership could use each future rather than imagine it.
- Built and documented a prototype playground adopted by the whole design team.

Product Design Manager · Gorgias

Jun 2024 – Jan 2026 · Remote

- Led Platform Design: billing, product-led growth, user management, in-product analytics suite and CRM.
- Managed and mentored senior product designers; built hiring guidelines and ran full-cycle hiring, including for VP of Design and Senior Director of Design searches.
- Introduced a design capacity planning tracker and estimation guidelines used in squad planning; restructured product and design rituals after pitching the change to the Head of Product.
- Revamped design onboarding, separating it from generic product onboarding.

Senior Product Designer (L5) · Gorgias

Aug 2023 – Jun 2024 · Remote

- Supported three squads: Developer Relations, Analytics, and Billing/Growth.
- Ran a Help Center adoption investigation in two weeks (past initiatives, usage data, support tickets, heuristic evaluation) that reshaped squad priorities.
- Acted as interim PM for the Ecommerce squad: wrote specs, reprioritized the roadmap on the strength of her own analysis, introduced an impact/effort matrix, and proposed adoption over ARR as the BigCommerce OKR.

Senior Product Designer (L4) · Gorgias

Jan 2022 – Aug 2023 · Remote

- Ticket Fields: end-to-end design of strategic helpdesk functionality. Desk research, competitive and NPS analysis, a self-devised method for quantifying insight from 60+ Hotjar session videos, five concepts, leadership alignment workshop, then an Alpha program with 10 early adopters observed live.
- Analytics filter redesign and an Analytics UI kit of foundational components.

Senior Product Designer · Behavox

Jun 2020 – Jan 2022 · San Francisco Bay Area

- Led design of the Archiving product, including Advanced Search: complex boolean queries (wildcards, proximity operators, nesting) across 10+ years of archived enterprise data. 100% task success in moderated testing.
- Designed and tested the Reporting functionality from scratch within a two-week window; SUS 96. Returned to it a year later and A/B tested a more scalable redesign with 10 users.
- Built the company's component library single-handedly in three weeks, plus colour, typography and elevation systems aligned to brand and WCAG 2.0; partnered with front-end on naming conventions and VQA.
- Introduced a Decision Log adopted as the Archiving team's single source of truth.

Product Designer · Alchemist Accelerator

May 2018 – Jun 2020 · San Francisco Bay Area

- Only designer on the team; led design strategy for the accelerator's mentor and investor network platform.
- Rebuilt people search after 5 contextual inquiry sessions and 15 usability tests; designed the mobile version.
- Increased registration form completion by 20% by prioritizing usability issues with a decision-tree method.
- Designed the environment for Alchemist's online Demo Days, each hosting 300+ virtual attendees.

Data & Business Analysis roles · LPP S.A. · OODJI · Nova Team

2010 – 2017 · Russia

- Data Analyst and Senior Logistics Specialist, eCommerce (LPP S.A., 2014–2017): part of a three-person team that launched a fulfillment center serving five clothing brands and 60,000+ destinations.
- Production planning economist (OODJI, 2012–2014); Business Analyst (Nova Team, 2010–2012).

SKILLS

Design	Product design 0→1 and 1→n · design systems · interaction and UI craft · prototyping in code with AI
Research	Contextual inquiry · moderated usability testing · alpha programs · heuristic evaluation · competitive analysis · assumption logs
Leadership	Team management · hiring and onboarding · capacity planning · mentoring · stakeholder alignment
Domains	AI and agentic products · ecommerce · compliance and enterprise data · analytics tooling · fintech
Tools	Figma · HTML/CSS prototyping · Claude and other AI tooling · Maze · Hotjar · Airtable · Confluence · Jira

EDUCATION

MSc, Applied Mathematics · Saint Petersburg State University · 2007–2012

SELECTED CERTIFICATIONS

Design Patterns for AI Products · Maven, 2026

Design Leader Accelerator · Maven, 2025

Design KPIs Masterclass · Smashing Magazine, 2023

Product Management Foundations · Mind the Product, 2023

Creating and Maintaining Successful Design Systems (with Brad Frost) · Smashing Magazine, 2020

Smart Interface Design Patterns · Smashing Magazine, 2020

Creating Personas and Journey Maps · Stanford Continuing Studies, 2020

Conducting Usability Testing · Interaction Design Foundation, 2019

Languages · English · Russian · Spanish · Italian