Lola (Paula) Borowska Portfolio

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ABOUT LOLA

Leading projects from siloed execution to collaborative, outcome-driven delivery — by making the complex simple.

Companies and projects are complicated by nature, but the systems that run them don't have to be. Left unchecked, complexity breeds waste: scope creep, duplicate work, and siloed teams chasing the same goals. My strength is cutting through that noise, simplifying what's in front of us, and pulling people together so the work gets done well.

Currently

I'm pursuing my MBA. I know how to zoom out to the big picture and zoom in on the details that matter, keeping track of who's doing what and where the gaps are. I approach every project with curiosity and the discipline to keep things moving.

Previously

At CVS, my team was slowed by rigid processes and silos. Instead of forcing frameworks that didn't fit, I streamlined what we could control — simplifying workflows, adding lightweight touchpoints, and cutting duplication. By cutting back on unnecessary steps and keeping our group aligned, I made it easier for our team to succeed inside a large, complex system.

Earlier in my career, I worked with startups where resources were slim and roles overlapped. I was often both the designer and the project manager. I kept projects on track by setting up lightweight backlog practices, introducing processes to bring clarity without slowing anyone down. The outcome was the same: fewer surprises, less wasted effort, and products that actually launched.

MY SKILLS AND APPROACH

The best outcomes blend strategy, empathy, and adaptability.

Respect for Expertise

Every project is stronger when people bring their best work forward, and I value the craft and experience my colleagues contribute — whether it's engineering, research, or product. My role is to create space for that expertise to shape the work, to listen and adapt based on what others know best. By respecting those perspectives, collaboration turns into shared ownership and outcomes we can all stand behind.

Collaboration Frameworks

The key to simplifying complexity is to ask questions to cut through assumptions and make space for different perspectives. I use cadences, roadmaps, and workshops to bring engineering, product, and business together. My facilitation style surfaces risks early, drives transparent decisions, and keeps teams aligned instead of running in parallel.

Culture

Structure only works if people feel safe using it. I focus on building an environment where colleagues can speak up, share feedback, and take ownership — because open dialogue is what turns collaboration into outcomes.

User Experience Strategy

Strategy is turning research insights into direction. I use user flow maps, service blueprints, or Jobs to Be Done (JTBD) frameworks along with good ol' user feedback to strip away guesswork, then translate what we learn into priorities that guide roadmaps and executive decisions. By framing findings in terms of

outcomes and trade-offs, I make it easier for leaders to set direction, allocate resources, and keep projects focused on what matters most for users and the business.

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Case study

Fostering open communication and HCD decision-making

Redesigned how my team shared information and made decisions by introducing roadmap reviews, transparency practices, and psychological safety — breaking silos and creating a culture of collaboration.

Case study

Unlocking potential by integrating user research for informed project scoping

Embedded user research into planning and scoping, turning scattered assumptions into shared priorities that guided roadmaps, cut rework, and improved project success rates.

Case study

Streamlining onboarding with a Design Sprint

Led a cross-functional design sprint that brought executives and team members together to reimagine onboarding, align around user needs, and prototype solutions quickly for validation.

Blog post

Connecting theory to practice through MBA learnings

Reflections on leadership, teamwork, and strategy books — from *The Five Dysfunctions of a Team* to *Radical Candor* — with takeaways I've applied directly to design leadership and organizational change.