LISA OTTO

UX Researcher | Human-centered Designer

otto.elizabeth@gmail.com
240.460.9051
www.lisaot.to

Professional Experience

July 2017 to May 2018

EchoUser | UX Researcher

Design and conduct research for a variety of digital and service-based projects using methods including in-person interviews, contextual inquiry, and usability testing; synthesize research for clients, distilling relevant findings and advising on strategy; facilitate workshop sessions with stakeholders to generate concepts and develop buy-in

January 2016 to May 2017

Carnegie Mellon University | Research Assistant

Provided support to primary investigators by writing research protocols, recruiting participants, conducting research workshops with participants, analyzing results, and creating presentations

Projects: PNC-sponsored research on financial responsibility; collaboration with English department on motivations for online learning

August 2014 to June 2015

ZenoRadio | UX Designer

Developed and advocated for human-centered strategy to support product plan, conducted contextual interviews and built prototypes to conduct user testing, designed interfaces for web and Android/iPhone applications based on research findings

March 2013 to May 2014

NCTA | Interactive Designer

As sole in-house designer, worked with digital team to upgrade existing web properties to new responsive designs, collaborated with internal and external developers, content creators, and project stakeholders to determine project requirements and user needs, built wireframes and UI mock-ups based on context-specific requirements

January 2012 to May 2014

Parsley & Sprouts, LLC | Partner/Designer

Founded web studio serving small business and creative industry clients — guided clients often unfamiliar with best practices for web through content strategy and site architecture, designed concepts and UI mock-ups tailored to client's brand strategy, performed quality assurance testing throughout development process to ensure sites met technology requirements and maintained cross-browser compatibility

Education

September 2015 to May 2017

Carnegie Mellon University, Pittsburgh, PA |
MDes in Design for Interactions
James R. Swartz Entrepreneurial Fellow,
Design Merit Award

September 2006 to June 2010

Carleton College, Northfield, MN |
BA Cinema and Media Studies
Magna Cum Laude

Skills

User Research: Contextual Inquiry, User Interviews, Usability Testing, Design Ethnography

Design Methods: System Maps, Storyboards, Wireframes, Journey Maps, Service Blueprints, Prototypes

Workshop Facilitation: Designing and leading participatory workshops

Presentations & Publications

April 2018

Designing for the Unknown: Methods for Exploring New Problem Spaces, Design Thinking DC

October 2017

Mapping for Mindsets of Possibility During Home Downsizing, IASDR 2017

2016

Location-Based Services for Homeless Population, Workshop on Urban Homelessness and Underserved Communities, 8th International Conference on Social Informatics