Lisa Otto

Service+Experience Design

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

Professional Experience

January 2016 -Present

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 – 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

June 2014 – September 2015

Freelance UI/UX Designer

Worked with clients to define user requirements, built prototypes for testing with internal stakeholders and users

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 (expected)

Carnegie Mellon University, Pittsburgh, PA | MDes in Design for Interactions

September 2006 to June 2010

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

Skills & Technology

Design Methods: System Mapping, Storyboarding, Wireframes, Prototyping (with InVision, paper, etc)

User Research: User Interviews, Design Ethnography, Generative & Evaluative Workshops, Usability Testing

Code: HTML/CSS

Software: CS Photoshop, Illustrator, InDesign, After Effects

Awards & Honors

Awarded May 2016

Design Merit Award
Carnegie Mellon University

Awarded to one student per class for exemplary design work