LISA OTTO

Human-centered Designer & UX Researcher

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Professional Experience

July 2017 to May 2018

EchoUser | UX Researcher

Designed and conducted research for a variety of digital and service-based projects using methods including in-person interviews, contextual inquiry, and usability testing; synthesized research for clients, distilling relevant findings and advising on strategy; developed and facilitated 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 to explain research to a wider audience

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; conducted stakeholder sessions to develop buy-in for research and integrate research into product roadmap

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

May 2018

Participatory Paradigm Shifts: Workshop Methods to Design Innovative Products and Services, UXPA Boston 2018

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