LISA OTTO

Human-Centered UX Designer

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I am a UX designer with 8+ years of experience. I have worked as a hybrid designer/ researcher, developing skills I bring to frame and validate my design work. I am comfortable working closely with agile engineering teams and advocating for user-centered design approaches across organizations. I am looking for an opportunity to join a collaborative design team with room for professional growth.

Professional Experience

September 2018 to Present

Rize Money | UX Designer

Led UX effort for bank-replacement fintech application deployed across iPhone, Android and web; conducted exploratory interviews with couples on financial literacy to drive product strategy; wrote, built prototypes for, and analyzed usability test sessions prior to new feature build-outs; worked closely with agile engineering team to ensure application was built to spec; conducted team-wide workshop on culture to increase employee engagement

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; 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

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

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

Design Methods: Wireframes, User Flows, Journey Maps, Service Blueprints, System Maps, Storyboards, Lo-Fi and Hi-Fi Prototyping

User Research: In-person and Remote Usability Testing, User Interviews, Contextual Inquiry

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 on Social Informatics