

Lisa Otto | Senior Product Designer

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Professional Summary

Sr. Product Designer with 10+ years of experience leading end-to-end design across fintech, enterprise, and consumer products. Skilled in blending research and design to deliver useful, data-informed solutions. System-focused lead who mentors teams and drives alignment across product, engineering, and leadership.

Skills

Core strengths: UX strategy • End-to-end product design • Product discovery • Research-to-strategy translation • Design systems • Cross-functional collaboration • Data-driven design

Research & strategy: Journey mapping • Designing and leading participatory workshops • Usability testing • User interviews

Tools & software: Figma • Figjam • Adobe Creative Suite

Professional Experience

October 2023 to Present

Glassdoor | Sr. Product Designer

- **Led the design vision for AI-driven notifications**, collaborating with product and engineering leadership to align content and timing across the Glassdoor user journey to improve engagement.
- **Delivered high-impact design solutions to reimagine user profiles**, improving usability and driving engagement across the platform — including integrating profile management into the native experience, which led to a 46% increase in user profile updates.
- **Partnered with cross-functional teams** (frontend, backend, data engineering, and UX research) to ensure seamless integration of design solutions, balancing technical feasibility with user needs.

September 2018 to December 2022

Rize Money (acquired, now Newline by Fifth Third Bank) | UX Designer → UX Lead

- **Drove UX strategy** for a bank-replacement fintech platform deployed across iOS, Android, and web; Then redefined and represented UX strategy at the leadership level, driving company's end-user focus during company's pivot from B2C to enterprise fintech solutions.
- **Built and scaled the design team** from an individual contributor role to a 3-member team, mentoring designers and establishing best practices.
- **Introduced and championed a reusable design system**, as well as leading team through transition from Sketch to Figma, accelerating design-to-development handoff and improving consistency across platforms.
- **Partnered cross-functionally** with team leadership to ensure design quality and technical feasibility, aligning releases with business goals. Facilitated workshops on both product strategy and team culture, aligning team efforts with organizational KPIs.
- **Conducted foundational research** (interviews, usability testing, prototyping) that informed product roadmap and new feature development.

July 2017 to May 2018

EchoUser | UX Researcher

- **Led user research across digital and service-based projects** for companies ranging from Fortune 10 to startups, applying methods such as in-person interviews, contextual inquiry, and usability testing to uncover actionable insights.
- **Synthesized findings into clear, strategic recommendations** for clients, directly shaping product direction and service design decisions.
- **Designed and facilitated stakeholder workshops** to generate innovative concepts, align cross-functional teams, and build executive buy-in.

August 2014 to June 2015

ZenoRadio | UX Designer

- **Defined and championed a human-centered product strategy** from ground-up for a new talk radio broadcasting platform, ensuring user needs from cross-cultural user base guided development from concept through launch. Designed cross-platform interfaces (web, iOS, Android) that reflected research findings and improved usability across devices.

March 2013 to May 2014

NCTA | Designer

- **Served as the sole in-house designer**, leading the redesign of existing web properties into fully responsive experiences that improved usability and accessibility. Created wireframes and high-fidelity UI mockups that accelerated decision-making and streamlined development handoff while partnering with developers, content creators, and stakeholders to define project requirements, aligning user needs with business goals.

Education

September 2015 to May 2017

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

September 2006 to June 2010

Carleton College, Northfield, MN | BA Cinema and Media Studies