

# LISA OTTO

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## Lead User Experience Designer

### Summary

UX leader with over 10 years of experience who has worked on both ends of the UX spectrum, as a designer and UX researcher. Passionate about delivering human-centered and innovative solutions both on and beyond screens. Experienced at managing designers and driving design teams to deliver on business initiatives.

### 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

### Skills

Design Methods: High-Fidelity Mocks and Specs, Prototypes, Wireframes, Journey Maps, Storyboards

User Research: 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

### Professional Experience

#### Rize Money

● January 2022 to Present

##### Director, UX and Design

Represented UX team priorities in planning sessions and planned quarterly initiatives based on team KPIs; advocated for user research initiatives on product leadership team including expanding UX research team; built out design process for tracking features and hand-off with front-end teams

● March 2020 to December 2021

##### UX Manager

Grew design team from individual contributor to two members during shift from B2C company to fintech enterprise tool; led UX team (as both sr. practitioner and manager) in developing strategy and creating design assets; championed effort to build out design system of reusable components

● September 2018 to March 2020

##### User Experience Designer

Created UX architecture, wireframes, and high-fidelity designs for financial app; conducted exploratory interviews to drive product strategy; wrote, built prototypes for, and analyzed usability test sessions prior to new feature build-outs

July 2017 to May 2018

##### EchoUser | UX Researcher

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

August 2014 to June 2015

##### ZenoRadio | UX Designer

Developed and advocated for human-centered strategy to support development of new talk radio broadcasting product; conducted contextual interviews with broadcasters 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

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