

LISA OTTO

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User Experience Design Leader

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

Workshop Facilitation: Designing and leading participatory workshops

Software: Figma, Sketch, Adobe Creative Suite, InVision, Zeplin

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 December 2022

Director, UX and Design

Led design efforts for admin dashboard from conception to beta launch; built out design process for tracking features and hand-off with front-end teams; represented UX team priorities in planning sessions and planned quarterly initiatives based on team KPIs; successfully advocated for user research initiatives on product leadership team including expanding UX research team

March 2020 to December 2021

● **UX Manager**

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

September 2018 to March 2020

● **UX Designer**

Ran 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 engineering 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

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 | 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 | 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