



Florian Lisse

Senior Product Designer

xiaolisse@gmail.com

250-899-2408

Kelowna, BC

Portfolio: www.flolisse.ca

Education

2009-2012

**Bachelor of Fine Arts
in Graphic Design**

Itecom Art Design

Paris, France

Experience

July 2023 - Aug 2025

Senior Product designer, Minga - B2B SaaS

- **First** Product Designer at Minga — introduced a new design process, redesigned the navigation, and created the company's first design system, **improving development efficiency and iteration speed by 2×**
- Successfully led the design of multiple new features and modules that supported the growth of 700+ new schools during a period when company **revenue increased by 2×**
- Led **accessibility audit** initiative targeting WCAG 2.0 Level AA compliance

Jan 2023 - May 2023

Product designer, freelance, Dynasty

- Led user research and usability testing
- Designed a prototype for a new mobile app

Feb 2021 - Nov 2022

Product designer, Borrowell - B2C SaaS

- Improved the Credit Builder on-boarding flow by designing features such as manual banking, resulting in **10 additional sales per day** and designing pricing options, **increasing revenue by 43%**
- Redesigned the main product CTA in the app dashboard resulting in a **22% increase in CTR**
- Established the visual identity and produced design assets for Credit Builder products used across product teams and marketing channels

Mar 2018 - Jan 2021

Marketing and UI/UX designer, Refresh Financial

- Redesigned the online application, contributing to **120% product growth**
- Designed the Client Dashboard to introduce self-serve features, reducing customer support workload and **decreasing sign-up drop-off**
- Rebranded and redesigned our website

April 2013 - Feb 2018

Graphic designer, Freelance

- Designed the visual identity and marketing materials for a music festival in Melbourne, Australia
- Designed promotional materials and visual identity for an experimental taiwanese music band in Auckland, New Zealand
- Designed packaging and promotional materials for the french film composer Vladimir Cosma in Paris, France