

## LEAD PRODUCT DESIGNER

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Product Design leader with 12+ years of experience transforming complex systems into simple, scalable, high-trust user experiences across the full product lifecycle. Specializes in shaping product direction, applying systems thinking, and influencing cross-functional teams to create high-impact experiences that align customer needs with business goals and emerging technology.

## SKILLS

Product & User Experience strategy | UX & Interaction design | Prototypes, Wireframes, & Mockups | Cross-functional collaboration | Leadership & mentorship | Executive & Cross-functional communication | Stakeholder alignment | Metrics & business impact | Usability testing | User Research insights | AI/ML & Emerging technology integration | Presentation & storytelling | Design systems & scalability | Accessibility standards & QA | Hiring & Talent development | Figma | Adobe CC suite |

## PROFESSIONAL EXPERIENCE

**Amazon** (Remote, USA) ————— **September 2020 - January 2026**

### Senior UX Designer

Design leader driving platform strategy across Amazon's global operations ecosystem, setting UX direction for multi-tenant AI/ML systems and zero-to-one initiatives. Influences director- and VP-level stakeholders to align short-term delivery with long-term platform vision and establish scalable design standards with customer obsession.

- Established the UX framework for Conversational AI, driving successful Q4 2025 launches/updates for three product teams, reducing fragmentation, and establishing updated AI design standards for 2026.
- Hired and led a multidisciplinary team of 4 for a 0-1 product, Shout-Outs, managing team operations and growth while remaining hands-on in the design and delivery process.
- Led Shout-Outs design initiative, guiding 2 designers, collaborating with cross-functional partners, driving 2% increase in employee satisfaction and \$58MM in annualized operational savings.
- Defined UX strategy for A to Z Rewards, achieving 39% weekly engagement and establishing the platform as the second most engaged app surface among 20K users.

**PricewaterhouseCoopers** (Hallandale Beach, FL) ————— **June 2015 - August 2020**

### Senior UX Designer

Strategic Product Designer advising and driving enterprise-level web and mobile strategy by translating complex business goals into scalable, high-fidelity solutions and owning the end-to-end design execution.

- Developed and operationalized a standardized UX service offering, translating insights from successful client engagements into a repeatable framework that increased delivery efficiency and consistency.
- Drove the UX redesign for Cracker Barrel's digital experience, resulting in a 116.8% increase in revenue.
- Led the responsive redesign of Frito-Lay's Snacks to You e-commerce platform, enabling mobile-first ordering for 30k+ small businesses, including bodegas and food trucks.
- Mentored designers across the consulting team and advised client and cross-functional stakeholders, aligning UX strategy with business objectives to inform product and experience decisions.

## ADDITIONAL RELEVANT EXPERIENCE

### Springboard (Remote, USA) | UX Mentor

- Provided part-time, 1-on-1 mentorship to three UX design students, offering weekly industry-focused guidance, portfolio reviews, career advice, and project feedback to help them navigate the field and build confidence.

### Frontline Foods (Remote, USA) | UX Designer - Volunteer

- Provided part-time, 1-on-1 mentorship to three UX design students, offering weekly industry-focused guidance, portfolio reviews, career advice, and project feedback to help them navigate the field and build confidence.

### Food Network (New York City, NY) | Designer

- Delivered visual design across broadcast, digital, and experiential brand touchpoints, including on-air graphics, web assets, and large-scale event visuals; mentored a design intern to maintain brand consistency and quality.
- Created 20+ social-first infographics to increase audience engagement, including the "20 Years of Trends" infographic that earned 1,600+ likes and a reshare from Martha Stewart.

### Kate Spade New York (New York City, NY) | Freelance Designer

- Supported digital design for 20+ Fathom City Guides, creating illustrative maps, packing lists, and itineraries to improve traveler experience.
- Established automated copy formatting, eliminating manual styling and reducing production time.

## EDUCATION

**Bachelor of Fine Arts, Graphic Design** | **Florida Atlantic University** (Boca Raton, FL)

**Bachelor of Arts, Visual Art Studies** | **University of Florida** (Gainesville, FL)