



A. LITSA

Senior Leader
Product Management, Research, and Design

Litsa is a great choice for companies shaping and growing their Product organization. She is a seasoned people leader with equal footing in Product Management and Product Design. The success of the team and the growth of its individuals are of paramount importance to her.

alitsa.github.io

2023 - PRESENT // CROWDBOTICS

The Crowdbotics platform uses AI to drastically reduce the time and cost of planning IT modernization

Director of Product

- Served a team of Product Managers, Product Designers, and one Technical Writer
- Supported PED through two major launches: the GitHub Copilot Extension and Code to Spec
- Drove alignment across the organization by facilitating executive roadmap prioritization and expectation setting on a quarterly basis
- Maintained focused execution by establishing semi-weekly product status and KPI reporting
- Enabled data-informed, customer-centric Product Discovery by setting up a program of frequent customer interviews and periodic surveys
- Set up weekly usability testing to greatly improve the designs submitted to engineering

Sr Product Manager

- Helped Crowdbotics pivot from an application development service to an enterprise software platform
- Led migration off of legacy tools, owning both project management and change management
- Delivered CLI, code module catalog, Code Ops dashboard, Jira integration, and other features
- Executed a "product led growth" campaign in collaboration with Marketing
- Led Crowdbotics' first design sprint, followed by its first product concept deck

2019 - PRESENT // DEAR DIARY COFFEE

Dear Diary Coffee is a mission driven neighborhood coffee shop that helps artists build their creative businesses. The shop provides space for collaboration, art markets, and retail.

Business Owner

- Grew annual revenue from \$0 to \$500k during the pandemic, without COVID relief (new businesses did not qualify for government programs)
- Developed new food products such as powered oat milk and vegan honey alternative

Community Partner

- Built network of 200+ Austin-area artists
- Established an artist residency program which generated income for 25-30 artists every year
- Developed partnerships and collaborations with many local brands
- Provided incubation environment for brands like Golden Ratio, Backyard, and Trashless
- Sponsored or raised money for local athletics clubs, wildlife rescues, and others

Employer

- Maintained living wages and benefits for all employees
- Implemented fair and transparent system for raises and bonuses
- Engaged staff in quarterly financial review and retrospective
- Helped baristas gain real-world business and design skills by offering special projects they could do at will, without obligation
- Created an emotionally safe, productive, and happy work environment

2017 - 2020 // WP ENGINE

WP Engine is a managed web host and digital platform for WordPress users. WP Engine's product suite includes tools for both web developers and digital marketers.

Head of User Experience

- Built Product Design & Research at WP Engine from the ground up
- Designed and delivered product management training
- Oversaw the redesign and usability overhaul of WP Engine's customer portal
- Introduced design system and accessibility standards

2007 - 2017 // BAZAARVOICE

Bazaarvoice products aggregate user generated content to be displayed on brand websites. They also offer brands a number of tools for analysing UGC and assessing brand sentiment.

Sr Product Designer

- Architected front end development patterns for internal teams
- Served many, many scrum teams in a Product Design capacity
- Built internal tools for fellow designers