

A. LITSA

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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.

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