

# Amalia Litsa

Senior Product Leader

512-239-9999  
amalia.litsa@gmail.com  
Portfolio upon request

A. Litsa has eighteen years of Product experience overall, including eight years of senior leadership. Her expertise spans Product Management, Product Design, and UX Research. A dedicated servant-leader, Litsa's superpower is shaping professional environments to help people across the organization collaborate more effectively. She can also plan and execute a killer product strategy.

## RECENT PROFESSIONAL HISTORY

### **DIRECTOR OF PRODUCT** Restore Hyper Wellness, 2025 - Present

- Optimized Product Research & Design program
  - Kicked off usability testing, design reviews, and other recurring practices
  - Launched quarterly user satisfaction survey; delivered insights
  - Performed user research, including field studies
  - Secured team access for Dovetail, Hotjar, BigQuery, and Mixpanel
- Organized and championed quarterly business reviews for the Technology team
- Championed campaigns to drive goals
  - Increase monthly recurring revenue through improvements to the payments system
  - Improve user satisfaction scores through small, impactful UX wins
- Supported various initiatives
  - New retail product, pricing, and promotion launches
  - Webflow to Payload migration
  - Design systems development
- Served a team of product managers and designers

### **DIRECTOR OF PRODUCT** Crowdbotics, 2023 - 2025

- Matured Product operations at Crowdbotics
  - Introduced metrics- and outcome-oriented PED status updates for executive audience
  - Produced FY26 vision and product strategy grounded in product and market research
  - Earned research budget via proof of value studies; established UX research practice
  - Empowered UX with "UX Backlog"
- Aligned executive strategy and prioritization through collaborative roadmap development
- Maintained team morale and increased engineering velocity
  - Set up custom JIRA boards; invited scrum teams to come up with fun mascots
  - Increased velocity 30% by championing and managing the sunset of legacy features
  - Organized Product - Design - Engineering discovery triads
- Served a talented team of product managers, designers, and one technical writer
- Helped launch Code Ops Platform, PRD-AI, Crowdbotics Git-Hub Co-pilot Extension, and Code to Spec

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## RECENT PROFESSIONAL HISTORY

### **FOUNDER AND PRESIDENT** Dear Diary Coffee, 2020 - Present

- Established local retail/restaurant business
- Oversaw buildout, designed brand, built menu, acquired equipment and inventory, hired staff
- Achieved extremely positive local reputation and community impact
- Grew annual revenue from \$0 to \$500k in the first two years, despite pandemic challenges
- Developed a successful compensation, rewards, and transparency program; achieved near zero churn

### **HEAD OF USER EXPERIENCE** WP Engine, 2017 - 2020

- Built UX Design, UX Development, and Research team
- Developed design principles, design system, and accessible styles
- Oversaw a complete customer portal redesign
  - Delivered a new information architecture
  - Raised accessibility standards
  - Modernized visual styles and interactions
- Supported ICP research. Delivered major customer insights.
- Co-led the discovery and design of WP Engine's headless WordPress solution

### **LEAD PRODUCT DESIGNER** Bazaarvoice, 2007 - 2017

- Drove product discovery by designing experiments, conducting tests, and reporting findings
- Practiced data-informed, iterative design.
- Monitored web analytics, reported user behavior
- Helped launch many products I can't remember the names of now! Here are a few:
  - Widget that integrated social media posts with product reviews on e-commerce pages
  - Admin tool for large manufacturers with customer review programs (similar to Amazon Vine)
  - Mobile reviews app (we actually recommended against further investment based on findings)
- Increased email campaign conversion rate by 160% by removing UX barriers.

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## RECOMMENDATIONS

### **BRYAN DUNN**

Litsa (Sr. Product Manager) reported to Bryan (VP of Product) at Crowdbotics

I had the immense pleasure of working with Litsa, and I can confidently say that she is an exceptional product and design leader who made a significant impact on our business. I hired Litsa for one specific area of focus but within a couple months I was trusting her to run the day-to-day operations across all squads. Litsa's absorptive capacity, collaborative approach to solving problems and ability to engender trust across all functions was a huge point of leverage for the whole company.

I hired Litsa after she relentlessly asked questions to get her head around the business during our interview cycles and paired it with great judgement on how to approach opportunities. Her dedication to understanding the intricacies of our product and business was evident from the start. When she first joined, Litsa acted as a "substitute PM," covering the most important aspect of the product. She immediately leveled up that area of the product despite little background and needing to drive change management across the company. She then quickly knocked out our "Enterprise Readiness" roadmap, which was no small feat which cemented her as the go-to person in product for our biggest challenges.

Litsa's roadmapping skills were top-notch, and she created beautiful spreadsheets that made planning a breeze. Her efforts to boost team morale were also noteworthy - I truly believe we were able to retain talent due to Litsa's efforts. Litsa created custom Jira boards, encouraged squads to choose team mascots and gave shout-outs to the teams at All Hands meetings.

She also succeeded on technical projects including building out our CLI where Litsa engaged our Support team and engineers in usability testing, ensuring that we gathered valuable feedback and acted on it. She also led a Design Sprint with Product, collaborating on stunning mockups with our lead designer and delivering a deck that she had the privilege to present to the company.

Litsa's contributions didn't stop there. She built out a standalone product out of our top feature (PRD-AI) with a PLG motion and diligently reported on user engagement. Her product and design background is a tremendous asset that will only get more important in the age of AI. Her dedication, creativity, and leadership were truly inspiring.

In summary, Litsa is a remarkable professional who excels in project management, team collaboration, and driving results. I highly recommend her for any role that requires a proactive, innovative, and dependable leader.

### **CHARATH RANGANATHAN**

Litsa (Director) reported to Charath (CTO) at Crowdbotics

Litsa is a multi-faceted Product leader with high EQ, a strong design philosophy, empathy for the customer, and is refreshingly adaptable to changing business conditions and market needs. She led several key projects for Crowdbotics, including our GenAI-based idea-to-spec product line. She led, and was integral to, our user research program, working closely with our UX researcher and customers and prospects. She will be invaluable to organizations looking to build or expand their Product teams, especially for products that require powerful UX and UI.

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## RECOMMENDATIONS

### ALEJANDRO RUPERTI

Alejandro (Product Management) reported to Litsa (Director) at Crowdbotics

"Litsa is an outstanding product leader. She stepped up to lead the product team during a critical transition and thrived, ultimately taking on the Director of Product role. She's excellent at driving alignment across teams, empowering her PMs, and creating an environment where her reports can do their best work.

Her background as a designer makes her uniquely skilled at refining prototypes and bringing clarity to product decisions. On top of all that, she's an amazing communicator, a genuinely kind person, and someone any team would be lucky to work with."

### ALBORZ HEYDARYAN

Alborz (Design) reported to Litsa (Director) at Crowdbotics

"I had the privilege of working under Litsa's leadership at Crowdbotics, and I can confidently say she is one of the best managers I've had the opportunity to work with. Her ability to balance strategic direction with genuine care for her team made a significant impact on both our day-to-day work and long-term growth.

Litsa brought a strong work ethic, professionalism, and deep design expertise that was invaluable in guiding our team. Her background in design meant she truly understood the challenges we faced, and she used that knowledge to advocate for thoughtful, user-centered solutions. She led with clarity and purpose, ensuring that our work was impactful while always pushing us to refine our craft.

One of Litsa's greatest strengths was her ability to protect the team from the inevitable chaos that comes with fast-moving leadership decisions. She provided a layer of stability, allowing us to focus on solving real problems rather than constantly shifting priorities. Her influence on team morale was undeniable—she fostered a culture of trust, collaboration, and mutual respect, making it easy to bring up concerns and have meaningful discussions.

Litsa is the kind of leader who leaves a lasting impact, and I would highly recommend her to any organization looking for a strong, empathetic, and highly capable design leader."

### JASON KOZEL

Jason (Technical Architect Leader) and Litsa worked together at Crowdbotics

Litsa is a spark that lights the fire of innovation. Her skills in product management are exceptional, her teams adore her, and she always drives toward delivering best-in-class product experiences for customers. I've had the pleasure of knowing Litsa for several years at two different companies. What is most impressive about Litsa? Her product management and people management skills are world-class, but her effect on company cultures puts her in a class of her own. Litsa sets a tone where working incredibly hard for a common goal is incredibly fun!