Lisa DeMusis

Certified Scrum Product Owner

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Skills

— Partner with business executives to identify revenue generating opportunities and define product vision and requirements.
— Foster cross-functional relationships working directly with engineers, designers, and business skateholders to ensure alignment.
— Leverage technical knowledge to manage backlogs for continuous integration and product delivery for engineering teams.
— Prioritize work based on data-driven assessments to bring business value and meet customer needs and expectations.
— Define, analyze, and present key performance indicators that affect objective key results related to the business.
— Moderate and analyze customer research initiatives to create qualitative feedback loops that influence product roadmaps.
— Certified in Scrum framework with experience leading teams in Agile, CI/CD environments for B2B, B2C, and SaaS products.

Work Experience

Senior Product Owner - Mobile, VF Corp | 1.2022–Present
Product Owner - Mobile (contractor) | 4.2021–1.2022
— Planning and implementing a full codebase rewrite from Objective-C to Swift UI for The North Face iOS shopping and loyalty app.
— Building a MVP Kotlin app for The North Face and defining a long-term roadmap with the goal of reaching iOS feature parity.
— Implementing analytics and App Store Connect user reach-out strategies to identify problems and inform roadmap prioritization.
— Consulting with Vans Mobile Product Owner to guide long-term roadmap and improve prioritization workshops with the business.

Product Owner, Comcast Business | 7.2019–4.2021
— Launched a telecommunications web app. Implemented and tracked an analytics and feedback suite to identify user problems.
— Conducted market and user research on B2B ecommerce websites to identify opportunities for differentiation to determine product objective, MVP feature set, and define OKRs and KPIs for measuring success.
— Launched the redesign and replatform of a B2B ecommerce site increasing site traffic by 12% in the first month.

Senior Product Designer, Think Company | 1.2019–6.2019
Product Designer (consultant for Comcast Business) | 7.2018–1.2019
— Defined, documented, and supported the implementations of a MVP feature set and go-to-market strategy for a B2B telecommunications web app targeting customers with existing internet and phone services.
— Conducted moderated and unmoderated user tests to validate prototypes for new features and plan implementation accordingly.
— Introduced design documentation processes that improved design-developer relationships and increased sprint velocity 8%.

Product Designer & Owner, RevZilla | 8.2017–7.2018
Associate Product Designer | 8.2016–8.2017
— Designed a site-wide, component-based strategy and supporting CMS for a website replatform and redesign.
— Designed and led the implementation of cart, checkout, payments, and split shipments resulting in a 20% increase in conversion.
— Moderated user studies and analytics to identify and prioritize problem areas and support feature roadmap decisions.
— Created cross-functional team processes to improve agile practices and relationships between designers, engineers, and founders.

Web Designer, Pixel Parlor | 8.2015–7.2016
Web Designer, D4 Creative Group | 11.2014–8.2015
Digital Marketing Designer, QVC | 6.2014–11.2014 (contractor)

Web Designer, PPL Corp | 3.2014–6.2014 (contractor)
Web Production Artist, Hibu | 9.2013–3.2014 (contractor)
Design Intern at 2one5 Creative and Replica Creative

Select Work

1.2020–3.2020
AI/ML Birding App

2.2018–9.2018
Tufas Boulder Lounge

10.2016–4.2018
E-commerce Replatform

Certificates

2.2021
Certified Scrum PO (1332289)
Scrum Alliance

3.2020
AI/ML Product Management
Udacity

Education

2009–2013
BFA in Design
University of the Arts
Presidential Scholarship

Additional Info

9.2018–Present
Skydiver / Skydiving gear
maintenance enthusiast

3.2013–2.2017 (volunteer)
Website Committee Director,
AIGA Philadelphia