

# Lisa DeMuis

product owner, software designer, facilitator

Denver, CO

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[lisademuis.com](http://lisademuis.com)

## Skills / Knowledge

Agile, Scrum, SAFe, CI/CD, KPIs, OKRs, HTML/CSS, JSON, XML, Product requirements/documentation, Feature roadmaps/backlogs, UX research, UI/UX design

## Programs / Tools

JIRA, Rally, Confluence, Tableau, Google Analytics, Airtable, Github, WordPress, Abstract, InVision, Sketch, Adobe Creative Suite, Axure

## Work Experience

### Product Owner, Comcast Business / 7.2019 – Current

Hired from design consultant to product owner. Report on KPIs to measure success through user engagement for a B2B UCaaS app. Grew the initial user pool from 1,000 to over 5,000 before official launch. Currently own the end-to-end for a beta ecommerce web product for software sales; Creating requirements, backlogs, and roadmaps. On track to meet the key result of a 30% reduction in time-to-purchase. If beta version is successful, will move forward with a full site migration, potentially resulting in over \$1 million of company savings YoY. Other responsibilities include guiding mid-level designers and full-stack developers through responsive website design practices and leading user research on a variety of product trials to identify business opportunity and revenue potential.

### Senior Product Designer, Think Company (consulting for Comcast Business) / 1.2019 – 6.2019

#### Product Designer (consulting for Comcast Business) / 7.2018 – 1.2019

Hired as a designer and promoted to a senior designer. Consulted for Comcast Business (current team) on a B2B unified communications app. Increased design delivery efficiency through process optimization. Led strategic design sessions with c-suite executives, product owners, and developers. Designed UX/UI for desktop and managed UX/UI for mobile. Mentored associate designers and presented product documentation processes for Think Company's visual design team.

### Product Owner, RevZilla / 8.2017 – 7.2018

#### Associate Product Designer / 8.2016 – 8.2017

Hired as a product designer and promoted to a product owner. Designed and documented the overarching strategy for two B2C ecommerce replatforms, resulting in 20% increase in sitewide conversion rates YoY. Owned the features of cart, checkout, and an internally built CMS. Initiated cross-functional collaboration between c-suite executives, designers, and developers.

### Interactive Designer and Frontend Developer, Pixel Parlor / 8.2015 – 7.2016

End-to-end website consulting for a variety of clientele. Conducted UX and market research, created user personas and journeys, and designed websites from wireframes through final delivery. Coded frontend (HTML/CSS) on WordPress and Shopify and completed site and database migrations for launches.

### Web Designer, D4 Creative Group / 11.2014 – 8.2015

#### Digital Designer, QVC / 6.2014 – 11.2014 (contract)

#### Web Designer, PPL Corp / 3.2014 – 6.2014 (contract)

### Web Designer, hibu / 9.2013 – 3.2014 (contract)

#### Motion Design Intern, Zone5 Creative / 1.2013 – 4.2013

#### Print Design Intern, Replica Creative / 6.2012 – 8.2012

## Select Projects

1.2020 – 3.2020

[AI/ML Birding App](#)

10.2016 – 4.2018

[Ecommerce Checkout](#)

## Certificates

3.2020

AI/ML Product Management  
Udacity

4.2016

Web Award, GDUSA

## Volunteer

8.2013 – 2.2017

Website Committee Director  
AIGA Philadelphia

## Education

2009 – 2013

BFA in Graphic Design  
University of the Arts  
Presidential Scholarship