

Lisa DeMuis

Certified Scrum Product Owner

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lisademuis.com

Skills

- Partner with business executives to identify revenue generating opportunities and define product vision and requirements
- Foster cross-functional relationships to ensure product teams are delivering business value and upholding design expectations
- 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

Product Owner, Comcast Business | 7.2019–Present

Currently lead a Scrum team for an e-commerce site redesign and replatform with the goal of aligning with current business systems and APIs. Work with business executives and stakeholders to identify value and provide product expertise on systems integration. Define the product roadmap for delivering minimum viable products to test and evaluate features while maintaining a focus on building scalable solutions. Lead initiatives for cross-functional collaboration for internal improvements in the areas of continuous delivery and automation testing.

Senior Product Designer, Think Company | 1.2019–6.2019

Product Designer (consultant for Comcast Business) | 7.2018–1.2019

Led product design on B2B unified communications software. Worked closely with business executives and product managers to identify product opportunities, improve cross-functional collaboration with engineering teams, and deliver technically feasible designs to support continuous delivery processes in an agile environment. Conducted and presented user research outcomes.

Product Designer & Owner, RevZilla | 8.2017–7.2018

Associate Product Designer | 8.2016–8.2017

Worked as a Product Owner and UX Designer on a Scrum team. Created a site-wide product strategy to ensure flexible and scalable product delivery while providing high business and customer value. Managed and prioritized all features related to cart, checkout, and payment systems to achieve iterative, long-term solutions that support business growth and uphold the latest industry standards. Improved cross-functional relationships with stakeholders, engineers, and designers which resulted in increased Sprint efficiency. Leveraged analytics to influence feature prioritization. Assisted with user research initiatives to capture qualitative feedback and to support product decisions regarding feature enhancements and roadmap pivots.

Web Designer & Frontend Developer, Pixel Parlor | 8.2015–7.2016

Worked with customers, developers, and business owners to deliver designs and build web products in a startup environment.

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, Zone5 Creative | 1.2013–4.2013

Design Intern, Replica Creative | 6.2012–8.2012

Select Projects

1.2020–3.2020

[AI/ML Birding App](#)

10.2016–4.2018

[E-commerce Checkout](#)

Certificates

2.2021

Certified Scrum PO ([1332289](#))
Scrum Alliance

3.2020

AI/ML Product Management
Udacity

Volunteer

8.2013–2.2017

Website Committee Director
AIGA Philadelphia

Education

2009–2013

BFA in Design
University of the Arts
Presidential Scholarship