Lisa Otto

Human-Centered Designer & Systems Thinker

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Professional Experience

September - December 2015

Carnegie Mellon University | Teaching Assistant

Assisted the instructors with critique and provided feedback to students

June 2014 – September 2015

Freelance UI/UX Designer

Worked with clients to define user requirements, built prototypes for testing with internal stakeholders and users, designed mocks with development-ready specifications

Select clients include: Underdog.io

August 2014 – June 2015

ZenoRadio | UX Designer (Contract)

Developed product plan in collaboration with development team, designed interfaces for web and Android/iPhone applications, advocated for user-centered strategy, built prototypes and conducted testing with users

March 2013 to May 2014

NCTA | Interactive Designer

As sole in-house designer, worked with digital team to upgrade existing web properties to new responsive designs, collaborated with internal and external developers, content creators, and project stakeholders to determine project requirements and user needs, built wireframes and UI mock-ups based on context-specific requirements, performed front-end coding to develop designs

January 2012 to May 2014

Parsley & Sprouts, LLC | Partner/Designer

Founded web studio serving small business and creative industry clients — guided clients often unfamiliar with best practices for web through content strategy and site architecture, designed concepts and UI mock-ups tailored to client's brand strategy, performed quality assurance testing throughout development process to ensure sites met technology requirements and maintained cross-browser compatibility

Select clients include: Books@Work, David Lefkowitz, DDUGOFF

Education

September 2015 to May 2017 (expected)

Carnegie Mellon University, Pittsburgh, PA | MDes Interaction Design

September 2006 to June 2010

Carleton College, Northfield, MN | BA Cinema and Media Studies
Magna Cum Laude

Skills &Technology

Design Methods: System Mapping, Storyboarding, Wireframes, Prototyping (with InVision, paper, etc)

User Research: Design Ethnography, User Interviews, Usability Testing

Code: HTML/CSS (CSS preprocessing with SASS), JavaScript (working knowledge)

Software: CS Photoshop, Illustrator, InDesign, After Effects

Awards & Honors

Awarded September 2015

James R. Swartz Entrepreneurial Fellow
Carnegie Mellon University

Fellowship program sponsored by James R. Swartz, within the Center of Innovation and Entrepreneurship, to foster entrepreneurial talent and leadership