

Lisa DeMuis

Senior Product Manager, CSPO

Longmont, CO

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Skills

- Strategic vision & roadmaps, Data-driven validation, Risk mitigation, Competitive & market analysis, Cross-functional leadership, Technical acumen.
- Align executives, departments, and partnerships with cross-functional processes.
- ROI-led feature validation to create long-term roadmap strategies.
- Provide product insights with success metrics based on data and user feedback.
- Process optimization for product teams, designers, and engineers.

Tools

- chatGPT, Gemini, CodePen
- iOS, Android, TestFlight, Play Console
- JIRA, Azure DevOps, Headspin, Github
- SQL, Tableau, Google Analytics, Mixpanel
- Figma, UserTesting, Productboard
- Hubspot, Airtable, Confluence, Microsoft

Experience

Senior Product Manager, ClockShark | 3.2022 – Present

- Planning 12-month roadmaps based on ROI leveraging data-driven features, user-driven feedback, and business objectives.
- Ensuring continued business operations through releasing a double mobile re-platform to replace a deprecated technology.
- Launched a mobile app from 0 to 1 on Xamarin Forms in less than 5 months.
- Analyzed over 1,000 feedback items to enable feedback-driven product strategies and establish a scalable process.

Senior Product Owner – Mobile, VF Corp | 1.2022 – 3.2022

Product Owner – Mobile (contractor) | 4.2021 – 1.2022

- Published a Kotlin app from 0 to 1 in 3 months with a 6-month implementation plan to reach iOS feature parity.
- Improved iOS app store ratings through delivering rewrites and refactors focusing on critical features.
- Maintained a stockroom inventory app for over 50 national and international retail locations to manage in-store supplies.
- Consulted on international Vans mobile products to guide the roadmap and reduce delivery timelines.

Product Owner III, Comcast Business (via Think Company) | 7.2019 – 4.2021

- Hired and relocated from the contracted design team to work as Product Owner on the same Research & Development team.
- Launched a Unified Communications as a Service desktop app from 0 to 1 with a team of 10 engineers and 2 designers.
- Saved \$25,000 in annual business costs + 12% traffic growth for a B2B Cloud Marketplace with a third-party platform migration.
- Validated 3 B2B product opportunities through market research and SQL data collection; presented executive readouts.

Senior Product Designer (contracting on Comcast Business), Think Company | 1.2019 – 6.2019

Product Designer (contracting on Comcast Business) | 7.2018 – 1.2019

- Led 2 designers in delivering a B2B Unified Communications as a Service app for over 10,000 Comcast Business customers.
- Achieved an 8% uptick in sprint velocity through optimized cross-functional deliveries with designer-developer documentation.
- Conducted over 30 moderated and unmoderated user research interviews to validate new app prototypes.

Product Designer and Owner, RevZilla | 8.2017 – 7.2018

Associate Product Designer | 8.2016 – 8.2017

- Enabled 20% growth for site-wide conversion through a re-platform and redesign focused on cart, checkout, and payments.
- De-risked international business operations with an iterative GDPR strategy in alignment with local laws.
- Designed site-wide, component-based e-commerce UX with a content management system (CMS) for marketing campaigns.
- Created cross-functional relationships and mentored 3 associates to improve agile practices and communication across 5 teams.

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

- Developed 3 movie sites for IFC films with frontend customizations for WordPress and Shopify websites.
- Led end-to-end consultations from initial kickoff through final project delivery for over 20 revenue-generating projects.
- Worked with customers, developers, and business owners to deliver designs and build websites on a 5-person startup team.

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Experience (continued)

Web Designer and Frontend Developer, D4 Creative Group | 11.2014 – 8.2015

- Designed websites from UX to UI for clients ranging from law offices to telecom service providers.
- Completed frontend development (HTML, CSS) for client websites.
- Met customer delivery expectations on a team of 20 working with art directors, developers, copywriters, and executives.

Digital Marketing Designer (contractor), QVC | 6.2014 – 11.2014

- Developed an online ad strategy that led to a 2% increase in ad interaction across all sizes:
 - Delivered a brand style guide for seasonal online marketing ads producing 30% more ad deliveries.
 - Reduced ad purchases from 7 to 4 sizes resulting in expanded ad reach across all 4 sizes.

• Web Designer (contractor), PPL Corp | 3.2014 – 6.2014

• Motion Design Intern, Zone5 Creative | 1.2013 – 4.2013

• Web Production Artist (contractor), Hibu | 9.2013 – 3.2014

• Print Design Intern, Replica Creative | 6.2012 – 8.2012

Certificates & Courses

AI for Product Professionals, Pragmatic Institute | 6.2024

AI Product Management, Pendo | 3.2024

Flagship Google PM Course, Product Alliance | 10.2021

Certified Scrum Product Owner, Scrum Alliance | 2.2021

AI Product Management Nanodegree, Udacity | 1.2020

Google Analytics Individual Certification | 8.2017

Education

BFA in Design, University of the Arts | 2009 – 2013

Presidential scholarship, Dean's list

Volunteer

USPA Women's Association, Colorado Chapter:

Mile-Hi *Sisters in Skydiving* Event Organizer | 2022 – 2023

American Institute of Graphic Arts, Philadelphia Chapter:

AIGA Web Committee Director (12 seats) | 2015 – 2017

AIGA Web Committee Member (5 members) | 2013 – 2015

Awards

work samples available at lisademuis.com

Leading Light, Light Reading – Business VoiceEdge | 2018

American Web, Graphic Design USA – Dantasticfood | 2016