

# Larissa Schwartz

## Product & Design Leadership

413.259.5900 :: [93109@protonmail.com](mailto:93109@protonmail.com) :: [www.larissaschwartz.com](http://www.larissaschwartz.com)

### Core Competencies

Product/UX Leadership & Mentoring | Strategic & Systems Thinking | Creative Direction & Design Craft | Content Strategy & Design Governance | Operational Excellence & Org Development | Data-Driven Prioritization & Cross-functional Integration | Business Acumen & Stakeholder Management

### Recent Experience

#### **Independent Technology & Design Consultant** (2020 – present)

Product and technology program management for cross-platform, web-based marketing, communications, e-commerce and fundraising initiatives for small- and medium-sized businesses, nonprofits and higher education. *Current clients: The Jones Library Capital Campaign, Root Kitchen Catering, Springfield Technical Community College.*

#### **Digital Product Manager, Lone Star Communications** (2024)

Defined vision, strategy, and operational roadmap for a new web-based product. Drove product lifecycle from inception through delivery. Balanced user needs, business objectives, and technology constraints to improve engagement and user experiences. Conducted A/B testing, recruited design and programming resources, managed budgets. *Results yielded 2700% traffic increase, a doubling of newsletter subscriptions, and 20% boost in podcast listeners.*

#### **Product Design Manager, Omnicell, Inc.** (2023 – 2024)

Served as player-coach in high-paced, rapid-growth environment responsible for several direct reports and design operations. Elevated design quality, usability, and consistency across a multi-platform product suite. Clarified complexity, championed user-centered thinking, and established practices to support career growth and thoughtful, cross-functional partnering. *Created measurable staff engagement improvement, established career laddering, consistent recruiting and hiring processes, created new growth opportunities for team members, and reduced design cycle time by 25%.*

#### **Principal Product Designer, Omnicell, Inc.** (2022 – 2023)

Staff-level designer leading efforts across products for intravenous (IV) sterile compounding line of business. Improved customer satisfaction (CSAT), increased cohesion across products (hardware/software), and delivered novel solutions in a highly-regulated environment. *Outcomes included consistent CSAT improvements, deeper collaboration with engineering and a patented product enhancement for IV robotics that decreased risks of medication errors.*

#### **Senior Design Strategist, Citi** (2021 – 2022)

Created and facilitated extensive user research discovery sessions generating critical customer service process insights resulting in alignment and roadmaps across product teams. *Distilled, interpreted and disseminated data, surfaced efficiencies, and created and implemented improved processes, resulting in a decrease in design iteration time by 50%.*

**UX Lead & Agile Coach, Prudential (2020)**

Directed product design/UX activities during ServiceNow implementation for global Human Resources processes by creating new onboarding workflows, developing and delivering annotated design artifacts, writing user stories and training team members to work more efficiently as a Scrum team.

*Results included faster feature requirement definition, improved team efficiencies and a chat tool that provided users with instant answers to common questions.*

**Design Instructor, Curriculum Development & Career Coach (2016 – 2022)**

Provided product design and user experience (UX) training via AGI Training, Inc., CareerFoundry, Designlab, Kenzie Academy and in house for private corporations. Coached students in bootcamp programs by providing real-world assignments, mock interview opportunities and detailed, iterative feedback that resulted in significant professional development and career growth.

**Education & Training**

Area of Study	School or Org	Date
CompTIA Core & AI Essentials	Calbright College	2023
Scrum Master, Product Owner	Scrum Alliance	2023
IAAP Certification	Deque University	2023
Clinical Psychology	California Southern University	2020
Coactive Coaching	Coaches Training Institute	2004
MBA	Peter F. Drucker School of Management	1998
Usability & UX Certification	Nielsen Norman Group (NN/G)	1999
BA	Brooks Institute of Photography	1992

**Tools & Technology (A- Z)**

**A - E**

A/B Testing, Accessibility & ADA Sections 504 & 508, Adobe Creative Suite, Agile, AI Tools (ChatGPT, Claude, Copilot, Gemini), Atlassian (Jira, Loom, Trello), Assistive Tech Tools, Balsamiq, Basecamp, CMS's (Drupal, Joomla, SharePoint, Sitecore, WordPress)

**F - O**

Figma/Figjam, GoogleSuite (Analytics/Search), Hotjar, HTML, Mac/PC, Microsoft 365 (Word · Excel · PowerPoint · Outlook · OneNote · OneDrive, Teams), Miro, Mural

**P - Z**

Pendo, Pens/Pencils, SAFe, Scrum, Slack, Storybook, W3C (WCAG), Waterfall, Zeroheight, Zoom