

# Lisa Sawyer

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## User Experience Research Leader – Product Innovation

Forward-thinking UX design leader with proven success influencing the strategic vision and growth of B2B SaaS products through data-backed insights. Designs and executes multi-method initiatives, streamlined processes, enhanced measurement frameworks, and continuous feedback systems to ensure alignment with market trends, user feedback, and business needs, integrating UX research across all stages of the product development cycle.

### ▀ Expertise

UX Research Operations – Process Standardization – Project Prioritization – Team Building & Enablement  
Stakeholder Alignment – Iterative Design Testing – Product & User Analytics – Agile Methodologies

### ▀ Professional Experience

#### STAFF UX RESEARCHER | Snyk | Boston, MA | 12/2024 – 06/2025

*Enhanced the impact of the SaaS security company's product organization as its first full-time researcher, leading the end-to-end development of mixed-method research initiatives to influence product and feature development, advocate for user needs, and drive experience improvements across the lead generation pipeline.*

- Partnered with cross-functional leadership throughout the research phase for an improved user onboarding experience, uncovering valuable insights to inform strategies for driving product experimentation and user retention.
- Led the development of the User Research learning pathway in Snyk's internal training program, creating and facilitating three highly-attended workshops to help align product and design teams on UX research best practices.
- Designed a standardized product performance tracking framework, organizing data related to customer sentiment, product usability, and user satisfaction to inform improvements across user journeys.
- Refocused efforts to build and develop a robust research volunteer database, sourcing and verifying hundreds of participants to improve the quality and efficiency of product research initiatives.

#### SENIOR UX RESEARCH MANAGER | Quickbase | Boston, MA | 06/2023 – 12/2024

*Built and developed the PaaS software company's first UX research team, implementing foundational workflows, technology frameworks, and methodologies to inform long-term product strategies.*

- Defined ways of working and best practices to effectively organize, analyze, and document cross-team customer data, scaling operational processes to support 15 agile teams organization-wide.
- Developed and implemented resources to drive continuous improvement across levels of leadership, including a database of user research methodologies accelerating delivery timelines.

#### UX MANAGER / SENIOR UX MANAGER | Quickbase | Boston, MA | 04/2020 – 06/2023

*Revitalized the performance of the company's UX design division, standardizing processes and best practices while defining a strong vision for success to influence larger product roadmaps and foster a culture of collaboration and belonging.*

- Expanded the team from two people to 18 multi-disciplinary professionals over three years, aligning team capabilities with business growth and positioning the department as a critical internal resource.

*Quickbase, cont...*

- Revamped the team's approach to onboarding, professional development, and process documentation, increasing engagement scores to 94% – 10 points higher than the organization's average.
- Spearheaded the modernization of Quickbase's UI framework, leading a cross-functional team to deliver intuitive, elegant design improvements throughout a multi-year initiative.
- Championed the company's proprietary design system across scrum teams, refining governance processes to ensure adoption and maintain consistent quality standards.

## **SENIOR / PRINCIPAL INTERACTION DESIGNER | Quickbase | Boston, MA | 04/2016 – 04/2020**

*Partnered with cross-functional teams to enhance the functionality and design of cloud-based mobile, desktop, and web offerings, integrating design thinking from research to development to post-launch.*

- Informed the redesign of the brand's mobile app, as well as its Relationship Builder feature, to enhance cross-platform capabilities and simplify workflows for non-technical users.
- Oversaw the end-to-end design of a modernized application builder experience, leveraging consumer insights to create additional avenues for user experimentation.

## **PRINCIPAL UX ARCHITECT | Inflexxion Inc | Newton, MA | 05/2011 – 12/2015**

*Shaped the product strategy and UX experience of digital behavioral health and chronic pain solutions, overseeing market research, design workflows, and user testing to maximize delivery quality across concurrent client engagements.*

## **USER EXPERIENCE ARCHITECT | AMP Agency (Formerly PixelBridge) | Boston, MA | 10/2007 – 05/2011**

*Optimized the delivery of high quality prototypes and design recommendations as the firm's sole UX lead, ensuring the success of high-profile clients such as Harvard University, Comcast, and Joslin Diabetes Center.*

### **Additional Experience**

**WEB INTERFACE DESIGNER | Molecular Inc**

**WEB APPLICATION ENGINEER – STRATA GUARD & VAM | StillSecure**

**WEB DESIGNER – BACKROOM | WhippleHill Communications Inc**

**WEB DESIGNER / FRONT END DEVELOPER | Razorfish**

### **Education**

**Bachelor of Fine Arts, Graphic Design & Photography – Minor in Art History** ▪ Alfred University

**Usability Bootcamp Certificate** ▪ Bentley University

### **Public Speaking & Presentations**

**Keynote Speaker & Session Leader** ▪ Quickbase Empower Conference ▪ 2018 – 2021

### **Tools & Technologies**

Dovetail – UserTesting – User Interviews – Figma – Miro – Airtable – Quickbase – Google Workspace

Jira – Confluence – Gemini – ChatGPT – Notebook LLM – Microsoft Office Suite