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LILY BISSET

UX & PRODUCT DESIGN STRATEGIST

28

NO. PROJECTS SERVED AS LEAD DESIGNER

7

INITIATIVES WITH VOC/VOU ACROSS THE ENTIRE STACK

3

AVE. NPS POINT SCORE INCREASE IN 3-4 MONTHS*

32%

AVE. INCREASE IN DESIGN TEAM PRODUCTION*

45%

AVE. INCREASE IN DESIGN TEAM QUALITY OUTPUT*

94%

PROJECTS COMPLETED ON TIME / BUDGET*

6

DESIGN TEAMS INTEGRATED INTO LEAN / AGILE

32

NO. PROJECTS AS PART OF DESIGN TEAM

3

NO. COMPANIES REQUIRING GLOBAL UX LEADERSHIP

Skills that embody a lifetime of passion and focus.



LILLIAN BISSET

PRODUCT DESIGN LEADER | PUBLISHED AUTHOR
#OPENLYAUTISTIC | AUTISM ADVOCATE

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Hello,

For over 15 years, I have researched and analyzed human behavior as part of a lifelong devotion to shaping psychology, art and science into technological experiences that build and strengthen our human stories. I've led strong successful design teams and strategies for a variety of well-known brands such as American Airlines, Meijer, Citrix, American Airlines, Honeywell, FedEx, Neutrogena, Viasat and more. However, my secret weapon is my ability to extend my leadership skills beyond the designer's box—creating compelling product visions that span from product definition to critical strategies that reach deeper into the stack—a passionate approach that has often been described as “infectious.”

Inside you'll learn a bit about my skills, notable achievements, and work experience but feel free to contact me to learn more.

Cheers!

Lily Bisset
Lillian “Lily” Bisset



EXPERIENCE

2019 - Present

Honeywell Connected Buildings (HCB) | Honeywell Connected Enterprise (HCE) division

GLOBAL UX / PRODUCT DESIGN DIRECTOR (INDUSTRIAL AND DIGITAL)

Responsible for leading day-to-day operations (including recruiting and retaining top talent, developing paths to increase organizational design maturity, etc.) with a primary focus on achieving excellency in the delivery of a world-class experience for our core Forge Platform products. Lily developed methods for defining mission-critical User Experience Outcomes (XOs), automating the capture of Voice of Customer (VOC) analytics, and created methods for measuring those metrics against critical business KPIs (e.g., Objectives and Key Results (OKR))—ensuring the design strategy remained grounded in measurable outcome and effort-based results, and keeping senior leadership aware of our efforts and impact. Her work became foundational to the development of a Design Center of Excellence. Working closely with other product design leaders in different business units, she helped implement a successful enterprise-wide design library—informing everything from brand standards to design operations to metrics automation and reporting—which helped streamline operations and decrease costs across the organization.

2016- 2018

Viasat, Inc.

GLOBAL UX / PRODUCT DESIGN DIRECTOR (INDUSTRIAL AND DIGITAL)

Responsible for creating a distributed, company-wide UX and Product Design framework that would deliver consistent, high-quality experiences across the company's wide range of industrial and digital products. This included building and leading talented, multidisciplinary design teams (UX, Research, Development, Interactive, and Content Strategy). Our charge was to define and empower the organization's many engineering teams to deliver viable human-centered design solutions within a wide-spread hierarchical-less organizational structure. As a result, I implemented the company's first, successful enterprise-wide *Design Center of Excellence*—informing everything from brand standards to design operations to metrics automation and reporting. I also developed methods to ensure all design teams were grounded in all aspects of experience strategy: proven color theory, solid user-centered design practices, UI coding best practices, user-facing messaging, tone, and content, as well as possessing a deep understanding of company-wide user bases. Our accomplishments extended far beyond single-product services—as we designed products for a variety of industries: residential wifi service, commercial airlines, the US Military, Air Force One, space design/engineering, and complex 'big data' visualizations.

2012- 2016

Magenic, Inc. - Studios Group

UX STRATEGIST / CONSULTANT

As a lead consultant, I combined my expertise in Digital Strategy and Interactive Design to successfully plan and cultivate *visionary digital solutions* that meet the goals and benchmarks set by each client. I played a key client-facing role, making critical decisions that shaped design strategies for clients in multitude of industries—from healthcare to ecommerce to higher education. Each project required flexibility, strategic thinking, and the ability to roll up my sleeves and perform a variety of functions to ensure the success of each initiative. From leading multidisciplinary teams to designing, coding, project management, and everything in-between, I combined my innate passion for emerging digital media and interactive marketing, with the solid analytical skills and hands-on experience required to create successful, performance-driven design strategies—each one grounded in solid user profiling and data science.



EXPERIENCE

2010 - 2012

Citrix, Inc.

UX DESIGN STRATEGIST

I played a key role in conceptualizing the design of every aspect of the Citrix's .com digital experiences. She helped develop strategies to ensure that each cross-product experience was modern, fresh, appealed to the company's consumer base, and most importantly, grounded in design best practices. This required the ability to work with a variety of stakeholders—from senior leadership to sales to engineering—gathering, analyzing, and interpreting a multitude of vague concepts and complex systems into user-friendly experiences that reflected Citrix' innovative styling.

2007 - 2012

Campus Management Corp.

DIRECTOR, UX AND INTERACTION DESIGN

At the forefront of aligning human-centered design methodology with the needs of the company's higher education constituents, I led an experience design strategy that built the company's first design competency, introducing design thinking—UX, Creative and Front-end Dev—into a heavily engineering-focused culture. The result was the design of a modern and innovative, service-based ERP solution and a product brand that included user-friendly experiences for our clients AND their clients (university students and faculty alike). I also worked with senior-level Architects, Engineers, and C-level staff to introduce a UI framework that opened-up flexible configuration opportunities and introduced much needed government-regulated accessibility compliance. Finally, by blending market-driven opportunities with UX research and analytic data, I helped pave the way for the company to strategically design and develop innovative, cutting-edge functionality and feature-sets.

2006 - 2007

Avenue A | Razorfish
& Microsoft

MANAGER, UX AND INFORMATION ARCHITECTURE

Lily played a key, customer-facing leadership role in developing new business relationships, working with clients to deliver state-of-the-art experiences for a multitude of brands, including Neutrogena, FedEx, Burt's Bees, and more. Primarily responsible for developing strategic envisioning, crafting cutting-edge experience design solutions for multiple devices and emerging interactive touch-points. This included managing the UX, creative, and engineering teams during all phases of strategy, design, and development. Depending on the client and the project, I wore multiple hats: from independent contributor within a large design/engineering team to serving as a UX lead and consultant.

For complete resume, please see my profile on LinkedIn ([linkedin.com/in/lillianbisset/](https://www.linkedin.com/in/lillianbisset/)). References available upon request.



EDUCATION

- 2004 - 2005
Florida Atlantic University
(MCSO) MICROSOFT CERTIFIED SOLUTIONS DEVELOPER
- 2004 - 2005
Florida Atlantic University
(CIW) CERTIFIED INTERNET WEBMASTER - ENTERPRISE DEVELOPER
- 1999 - 2001
New Horizons
WEB DEVELOPMENT/PROGRAMMING
Activities and Societies: JavaScript, Java 2, ASP, Action Script/Flash, CSS, IIS, SQL, Perl/CGI, HTML, Oracle Fundamentals, Visual Basic 6.0

SPEAKING EVENTS

- NOV 2020 - MARKETING & E-COMMERCE LEADERSHIP PANEL SPEAKER
CUSTOMER EXPERIENCE (CX) STRATEGIES TO CREATE MEANINGFUL INTERACTIONS AND LASTING CONNECTIONS
- NOV 2020 - DATAx LEADERSHIP PANEL SPEAKER
DATA IN CUSTOMER EXPERIENCE (CX) - CONVERSATIONAL AI FOR PROCESS EFFICIENCY

AWARDS / ACCOLADES

- JUL 2015 & OCT 2013 - Magenic, Inc. Studios Group
REGIONAL CONSULTANT OF THE QUARTER
- MAR 2011 - Citrix Systems, Inc.
PEER RECOGNITION CRYSTAL AWARD
- JUL 2000 - Campus Management, Corp.
EMERGING TECHNOLOGIES CRYSTAL AWARD

BRANDS I'VE WORK ON:



LILY BISSET - UX & PRODUCT DESIGN STRATEGIST