

LISE PILOT SENIOR / LEAD PRODUCT DESIGNER

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SUMMARY

UI/UX Product Designer with 15+ years designing complex digital products across B2B SaaS, enterprise applications, mobile, AI, and emerging technology. I combine human-centered design, product thinking, and AI-enabled workflows to simplify complex problems and deliver measurable customer and business outcomes. Comfortable stepping into new, ambiguous problem spaces, quickly building context, identifying the highest-impact opportunities, and translating complexity into actionable design direction.

EXPERIENCE

NextEra Energy | Juno Beach, FL | Mar 2026 – Aug 2026

Experience Architect / UX Lead (Contract)

- Worked in a fast-paced internal agency model, quickly navigating new problem spaces and partnering with business units to deliver high-impact solutions as internal clients.
- Designed an AI-powered renewable energy prospecting experience, using contextual research to simplify complex GIS, transmission, land, and site-evaluation workflows and accelerate decision-making.
- Led end-to-end UX for a landowner self-service platform projected to save ~\$150K annually by shifting ~5,000 service calls to intuitive digital workflows.
- Planned, recruited, and facilitated user research studies, using Miro to synthesize findings into client readouts and prioritized design investments.
- Applied service design to map complex business workflows and translate them into intuitive Salesforce experiences using Lightning Design System patterns.
- Integrated UX one sprint ahead of development, validating designs before engineering estimation and reviewing implementation throughout delivery.

UKG | Weston, FL | Dec 2016 – Feb 2026

Principal Product Designer / UX Manager

- Designed complex B2B SaaS workforce management experiences across timekeeping, scheduling, time off, exceptions, and compliance for large enterprise workforces.
- Conducted contextual inquiry and customer discovery with employees, managers, and administrators.

COMPETENCIES

UX & UI Design
UX Strategy
User Research
Usability Testing
Visual Design
Responsive Web / Mobile
Design Systems
Information Architecture
Journey Mapping
Service Blueprinting
Prototyping
Wireframing
Accessibility, WCAG
Agile Product Collaboration
Stakeholder Engagement
AI-Enabled Workflows

TOOLS

Figma / Figma Make / Miro
HTML / CSS
Salesforce
Claude / ChatGPT
Agents & Automation
Microsoft Copilot
Jira / Aha!

EXPERIENCE CONT'D

- Facilitated cross-functional design sprints and iterative reviews, using Replit for rapid AI-enabled prototyping to align teams around a shared product vision.
- Created user flows, wireframes, prototypes, and UX/UI/A11y specifications in Figma; conducted usability testing and partnered with Engineering through implementation.
- Designed role-based landing experiences and complex data views surfacing priority actions, alerts, schedules, exceptions, and workforce data.
- Used Salesforce for Voice of Customer research, including participant recruitment, account insights, NPS/CSAT trends, customer feedback, and top-voted ideas.
- Measured post-launch success with Pendo, Qualtrics, NPS, and CSAT; mobile improvements increased adoption 25% and contributed to a 4.5-star App Store rating.

SATO | Fort Lauderdale, FL | Mar 2015 – Nov 2016

Founding UX Manager / UX Architect

- Built the company's first UX practice while designing B2B and B2C IoT/RFID experiences across healthcare, retail, logistics, manufacturing, and hospitality.
- Designed IoT dashboards and data visualizations for retail inventory tracking and healthcare inventory, asset, and visitor management.
- Translated real-time sensor and location data into actionable interfaces for monitoring inventory, assets, people, and exceptions.
- Conducted customer discovery, rapid prototyping, and usability testing for emerging IoT product experiences.

Citrix | Fort Lauderdale, FL | Feb 2004 – Feb 2015

Lead Product Designer

- Led product design for B2B SaaS and enterprise mobility, including Citrix Receiver across six operating systems.
- Designed XenMobile workflows balancing enterprise security, IT administration, and compliance with consumer-grade usability.
- Designed consistent cross-platform experiences across desktop, tablet, and mobile.
- Established Citrix's first enterprise mobility usability lab, embedding rapid prototyping and usability testing into product development.
- Facilitated Stanford d.school Design Thinking workshops to align teams, uncover user needs, and rapidly explore solutions.

EDUCATION

MBA, Florida Atlantic University
B.S., Human Factors Design,
University of Massachusetts

CERTIFICATIONS

Salesforce Platform UX Designer
Designlab AI Product Design
Google Generative AI Leader
LUMA Human-Centered
Practitioner

AWARDS

NextEra Best Learning Experience
Award (2026)
Replit AI Prototyping Challenge
Winner (2025)
AI Innovation Hackathon Winner
(2024)
Great Place to Work Innovation
Award (2019)