Lise LaTorre
UX Foundations Leader

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Overview

With over 20 years in tech, I am a horizontal team leader focused on scaling systems thinking and delivering high-quality, inclusive, and accessible user experiences through Design Systems, Accessibility, and other horizontal teams. I am passionate about ensuring business impact through enablement programs and tracking results, and helping those I manage develop their unique voices as craft leaders.

UX Foundations Leadership Experience

Senior Design Director, UI Foundations
Sprout Social | January 2023 - November 2024

Led design and design engineering for Design Systems, Accessibility, and Experience Integrity, with an emphasis on growing leaders as well as scaling UX expertise through the effective use of design system resources.

Impact

- Developed a long term **team vision** to best support company goals through scaling the UX and A11t expertise without hiring specialists into product teams.

- Evolved UI Systems into **UI Foundations**, adding an Experience Integrity team to support company-wide accessibility projects and modernize discordant areas of the product.

- Established **enablement and user support** as a system team deliverable, resulting in a significant increase in reported trust in the system and team.

- Drove the creation of a **Subsystem Starter Kit** to replace ad hoc local libraries with intentional, systemic assets that meet internal quality and accessibility requirements.

- Introduced a roadmap to establish effective **metrics** for tracking design system impact, including associating code coverage with team velocity, feature success, and customer sentiment.

- Clarified the **career path** and role expectations for all Design Engineers.

- Supported long-time team members in **rediscovering their passion** and finding their **effectiveness as leaders**.

Head of Design Systems
Gusto | December 2021 - January 2023

Defined the strategy and processes for a team of Design System designers, engineers, and managers, provided mentorship and relationship-building to improve system adoption, and advocated for the importance of creating a user experience that works for ALL customers.

Impact

- United Design Systems Design and Engineering teams into **one highly-collaborative agile team**.

- Established the team **strategy, vision, roadmap, and proces**s, filling the role of Product Manager as well as leading Design and Front End Engineering.

- Developed a model for the **three pillars of Design Systems:** Design, Engineering and Enablement, and championed the importance of user support for effective adoption.

- Linked the Design System **roadmap** to upcoming company initiatives and anticipated business priorities.

- Transformed user support from conflicting and contradicting silos to a **cohesive team** delivering timely, consistent, and clear guidance.

- Evangelized the importance of both **accessibility and UX engineering**, and established a hiring protocol for much needed UX engineers.

- Provided guidance for the company-wide **VPAT** Program to ensure an accessible user experience.

- Established meaningful metrics to evaluate adoption and impact, providing better clarity amongst high-level leaders of the ROI of the systems team.

Director, Design System Enablement, Lightning Design System
Salesforce | March 2019 - December 2021

Impact

- Transitioned from Lead UX Engineer, building system components, to leading the **System Enablement Team** creating tools for designers and developers.

- Established a shared understanding of **agile-informed roles** amongst Product, Design, Engineering and Leadership.

- **Represented Design Systems and Accessibility** ICs for leadership updates. Ran retros, collected feedback, and presented to leadership the most meaningful opportunities to improve project workflow and team morale.

- Created **cross-team pairings** to break down silos, improve relationships, and better share expertise within and across teams.

- Led the development of a LDS API for providing guidance at each project touchpoint (design, handoff, code, testing, merging).
- Supported the development of designer tooling in Sketch and Figma.

Principal Engineer —> Design Systems Principal
Castlight Health | March 2013 - March 2019

As a principal UI engineer at Castlight, I focused on turning large, complex applications into component-based systems based on reusable, scalable, accessible and responsive design patterns. My guiding principle was to promote rapid growth while maintaining code quality and an optimal user experience across browsers, devices, and assistive technology.

Impact
- Created the company's first design system.
- Established a UX Ambassador Program, improving system adoption and ensuring an accessible experience.
- Architected an embedded UI for Anthem's web-based products, using a themable, modular approach.
- Architected a large-scale, component-based UI rebuild for Castlight's browser-based products.
- Led a full product redesign to introduce a responsive layout using the Design System, bringing development time down from 6 months to 3.

Professional Development

- Women's Leadership Program 2022, Salesforce
- Accelerate Leadership Program 2021, Salesforce
- Scrum Leader Certification Training 2020, Salesforce