

# Lisa DeMuis

Longmont, CO

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Empowering teams with technical leadership and data (CSPO)

[LinkedIn](#) | [Portfolio](#)

## Career Highlights

- At ClockShark, defined 2025 OKRs and leveraged AI + SQL to gather analytics resulting in over 20 valuable roadmap initiatives.
- At The North Face, managed zero-one implementation and go-to-market for the first-ever Android mobile app launch.
- At Comcast, saved \$25,000 in annual costs and increased B2B Cloud Marketplace traffic by 12% through a CMS replatform.
- At RevZilla, enabled 20% site-wide growth leveraging Google Analytics focusing on cart, checkout, and payment experiences.
- At QVC, developed a brand guidebook and online ad strategy resulting in a 2% increase in ad interaction across all sizes.

## Work Experience

Senior Product Manager, ClockShark | 3+ years | 3.2022 – Present

- Define and track company OKRs and KPIs with AI for cross-functional 12+ month roadmaps supporting multiple product lines.
- Leveraged AI and SQL to build a comprehensive analytics strategy and user-feedback process that assessed over 2,000 submissions and identified 20+ roadmap initiatives aligned with business objectives.
- Lead relationships between product, engineering, marketing, sales, and success to prioritize economical and scalable features.
- Prioritize competing initiatives with high-value, low cost implementations calculating ROI and OKR alignment for all opportunities.
- Launched a mobile app from 0 to 1 on Xamarin Forms with GTM plans in less than 5 months with a 3-person engineering team.

Senior Product Owner – Mobile, VF Corp @ The North Face | 1 year | 1.2022 – 3.2022

Product Owner – Mobile (contractor) | 4.2021 – 1.2022

- Leveraged mobile data to identify 6 high-value areas for improvement based on friction metrics and usage rates.
- Published The North Face Kotlin app from 0 to 1 in 3 months with 1 engineer and built a 6-month feature parity strategy.
- Managed a company-wide program rebrand for mobile involving 5 cross-functional teams and 8 alignment milestones.
- Maintained a stockroom inventory app for over 50 national and international retail locations to manage in-store supplies.

Product Owner III, Comcast Business (via Think Company) | 1 year 10 months | 7.2019 – 4.2021

- Hired and relocated from the contracted design team to work as Product Owner on the same Research & Development team.
- Presented Executives product progress and results from 3 B2B R&D products; defined and tracked KPIs with SQL and Tableau.
- Saved \$25,000 in annual business costs + 12% traffic growth for a B2B Cloud Marketplace with a third-party platform migration.
- Led a Unified Communications as a Service desktop app launch from 0 to 1 with a team of 10 engineers and 2 designers.

Senior Product Designer (consulting on Comcast Business), Think Company | 1 year | 1.2019 – 6.2019

Product Designer (consulting on Comcast Business) | 7.2018 – 1.2019

- Achieved an 8% increase velocity for a team of 6 through cross-functional processes with design and engineer collaboration.
- Conducted over 30 moderated and unmoderated Comcast Business user research interviews to validate new app prototypes.
- Led 2 designers in delivering a B2B Unified Communications as a Service app for over 10,000 Comcast Business customers.

Product Designer and Owner, RevZilla | 2 years | 8.2017 – 7.2018

Associate Product Designer | 8.2016 – 8.2017

- Enabled 20% growth leveraging Google Analytics through a site-wide re-platform focusing on cart, checkout, and payments.
- Analyzed over 50 UX research initiatives and designed an in-house content management system (CMS) for marketing campaigns.
- Created cross-functional relationships and mentored 3 associates to improve agile practices and communication across 5 teams.
- De-risked international business operations with an iterative GDPR strategy in alignment with local laws and company budgets.

- Designer and Developer, Pixel Parlor | 1 year
- Designer and Developer, D4 Creative | 10 months
- Digital Designer (contractor), QVC | 6 months
- Web Designer (contractor), PPL Corp | 3 months

- Web Production Artist (contractor), Hibu | 6 months
- Motion Design Intern, Zone5 Creative | 4 months
- Print Design Intern, Replica Creative | 3 months

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## How I Work

Experienced in leading technical teams across B2B and B2C environments, from startups to Fortune 50 enterprises, across a range of industries. I have a proven track record of taking projects from concept to launch, developing 1–2 year roadmaps, and scaling or sunsetting products as needed. I empower teams to leverage data, track OKRs, and measure outcomes, encouraging collaboration, building trusted relationships, and crafting impactful product narratives that support both users and the business.

## Notable Tools

- SQL, GA4, Mixpanel, Tableau
- chatGPT, Gemini, Codepen
- Productboard, UserTesting
- iOS & Android App Stores
- LaunchDarkly, Headspin
- Figma, Github, JIRA, Confluence

## Certificates & Courses

Product Leadership Training, Pichler Consulting | 2025  
AI for Product Professionals, Pragmatic Institute | 2024  
AI Product Management, Pendo | 2024  
Flagship Google PM Course, Product Alliance | 2021  
Certified Scrum Product Owner, Scrum Alliance | 2021  
AI Product Management Nanodegree, Udacity | 2020  
Google Analytics Individual Certification | 2017

## Education

BFA in Design, University of the Arts | 2009 – 2013  
Presidential scholarship, Dean's list

## Volunteer + Part-time Work

Women in Tech @ Simpro Group, ClockShark | 2025  
USPA Skydiving Coach @ Mile-Hi Skydiving Center | 2025  
[Sisters in Skydiving](#) Event Organizer @ Mile-Hi | 2022 – 2023  
American Institute of Graphic Arts, Philadelphia Chapter:  
AIGA Web Committee Director (12 seats) | 2015 – 2017  
AIGA Web Committee Member (5 members) | 2013 – 2015

## Awards

work samples available at [lisademusis.com](https://lisademusis.com)  
Leading Light, Light Reading – Business VoiceEdge | 2018  
American Web, Graphic Design USA – Dantasticfood | 2016