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# 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 UX Foundations 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

Enabled a high standard of UI/UX quality throughout the Sprout ecosystem by leading design and design engineering for Design Systems, Accessibility, and Experience Integrity. During my tenure in this role, I emphasized growing craft leaders as well as scaling UX expertise through the effective use of design systems and accessibility resources.

### Impact

- Developed a long-term **design system and accessibility vision** to best support company goals across a suite of social media management products.
- Evolved UI Systems into **UI Foundations**, adding an **Experience Integrity** team to support company-wide accessibility projects, modernize relic code, and create larger experiences such as search, filtering, and tagging within collections.
- Established **enablement and user support** as a systems team deliverable, resulting in a significant increase in reported trust in the system and team.
- Drove the creation of a **Subsystem Starter Kit** based in Figma, React, and CLI 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 team impact, including user team velocity, feature success, and bug count.
- Supported long-time team engineers and designers in **rediscovering their passion** and finding their **effectiveness as leaders**, while clarifying the career path for Design Engineers.

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## Head of Design Systems

Gusto | December 2021 - January 2023

Led the expansion of a robust design system built in Figma and React. In this role, I defined the strategy and processes for a team of Design System UX engineers, designers, 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**, increasing team velocity, visibility, and accountability.
- Established the team **strategy, vision, roadmap, and process**, filling the role of Product Manager as well as leading Design and UX 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, improving adoption and focusing the team on business-critical components to enable quality across a complex suite of business management software.
- Evangelized the importance of both **accessibility and UX engineering**, and established a hiring protocol for much needed UX engineers.
- Transformed user support from conflicting and contradicting silos to a **cohesive team** delivering timely, consistent, and clear guidance.
- Provided guidance for the company-wide **VPAT** Program to ensure an **accessible user experience**.
- Created an **engineer rotation** as a means of building up much needed accessibility and front end skills throughout the engineering org.
- 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 in React, CSS, HTML, and vanilla JavaScript, to **leading the System Enablement Team**, creating tools and APIs for designers and developers across a complex SaaS ecosystem.
- Established a shared understanding of **agile-informed roles** amongst Product, Design, Engineering and Leadership.

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- Acted as the **spokesperson for Design Systems and Accessibility designers and engineers** in 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.
  - Enhanced collaboration and team relationships with a **mixture of remote and on-sight** ICs, across multiple time zones. Established guidelines to ensure remote team members felt equally represented and integrated.

## Principal Engineer —> Design Systems Principal

Castlight Health | March 2013 - March 2019

As a principal UI engineer at Castlight Health (now Apree Health), 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, and championed, the company's first design system in Angular.
- Established a UX Ambassador Program, improving system adoption and ensuring an accessible experience.
- Architected an Angular-based embedded UI for Anthem's web-based products, using a themeable, modular approach.
- Architected a company-wide, component-based UI rebuild for Castlight's browser-based products, transitioning from RoR to Angular.
- 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