
Lise LaTorre

UX Foundations Leader

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Overview

With over 20 years in UX design-related tech, I am a horizontal team leader focused on scaling UX expertise and delivering high-quality, inclusive, consistent, and accessible user experiences through **Design Systems**, Generative UI (**AI**), **Accessibility**, and other UX Foundation teams. I am passionate about ensuring business impact and system adoption through enablement programs and tracking results, while helping the ICs and managers I support in developing their unique voices as craft leaders and managers.

UX Foundations Leadership Experience

Senior Manager, Generative UI/Design Systems

GEICO | July 2025 - present

Role

Scaling an established design system, and the design system team, to support generative UI, a system of systems, a mobile-and-AI-agent-first design mindset, and a wide range of accessible digital experiences based on Flutter (mobile) and Web Components. Ensuring consistent quality and business impact by implementing structured enablement programs and fostering a collaborative team culture.

Impact

- Defined and led a **rebuild** of our entire token and Figma architecture to **enable designers and AI agents** to create modern, quality user experiences and set the system as context for several AI tools.
- Orchestrated and hosted a **2-day training event** for the entire UX organization to reset around a shared understanding of design quality, and orient UX designers to the new assets, best practices, and what it means to be a part of a system of systems.
- Established a **federated system of systems** model of collaboration, subsystems, and quality contributions.
- Evangelized methodology, tools, and process to get high quality, system and accessibility-compliant output from **AI tools**.
- Developed Make Kits, a layered skills file architecture and prompt standards for **AI-based design workflows**.

Senior Director, UI Foundations

Sprout Social | January 2023 - November 2024 (large-scale layoffs)

Impact

- Enabled a high standard of **UI/UX quality** throughout the Sprout ecosystem by leading Design and Design Technology for Design Systems, Accessibility, Experience Integrity, and Global Utilities teams.
- Emphasized **growing craft leaders** as well as **scaling UX expertise** through the effective use of Design Systems and Accessibility resources.
- Formulated a **long-term vision** for Design Systems, Accessibility, and UI Integrity teams to optimally support design quality across a suite of social media management products.
- Drove the creation of a UI Foundations **roadmap** that integrated Design, Engineering, and Enablement outcomes aligned with overarching business initiatives and goals.
- Fostered an inclusive and productive **team culture** across multiple geographies and **timezones**

Head of Design Systems

Gusto | December 2021 - January 2023 (large-scale layoffs)

Impact

- Led the **expansion** of a robust design system built in Figma and React, enhancing user interface consistency and functionality.
- Defined the **strategy** and established **processes** for a **cross-functional team** of Design Systems design technologists, designers, and managers, improving workflow efficiency and relationships throughout the company.
- Unified Design Systems Design and Engineering teams into one highly collaborative agile unit, fostering improved communication and productivity.
- Spearheaded an **accessibility-first design** and development process for new components.
- Established the team **strategy, vision, roadmap, and process**, tying our work to business priorities and initiatives.
- Developed a model for the **three pillars of Design Systems**: Design, Engineering and Enablement, and championed the importance of user support for effective adoption.

Director, Design System Enablement, Lightning Design System

Salesforce | March 2019 - December 2021

Impact

- Established a unified understanding of **agile-informed roles** among Product, Design, Engineering, and Leadership, enhancing collaboration.
- Drove the **creation of a super agile team** to coordinate cross-team projects and dependencies, resolving workflow blocks and significantly improving efficiency.
- Prompted **cross-team pairings** to break down silos, improve relationships, and better share expertise within and across teams.
- Laid the foundation for a **LDS API** for providing guidance at each project touchpoint (design, handoff, code, testing, merging).
- Enhanced collaboration and team relationships with a **mixture of remote and on-sight** ICs, across multiple geographies/time zones. Established guidelines to ensure remote team members felt equally represented and integrated.
- Nurtured the careers of 7 engineers, guiding promotions, navigating performance coaching, and establishing a roadmap that provided challenge and interest for ICs while also providing business value.

Principal Design Systems Engineer

Castlight Health | March 2013 - March 2019

Impact

- Created and championed the company's **inaugural design system** in Angular, setting a standard for UI development.
- Architected an Angular-based embedded UI for Anthem's web-based products, using a **themeable, modular** approach.
- Instituted a **UX Ambassador Program**, significantly enhancing system adoption rates and ensuring an accessible experience for all users.
- **Reduced product redesign timeline** from one-year to 3 months.
- Managed workflow across multiple timezones, including UX engineers in India

20 years as Product Design Engineer

Emphasis on modularity and accessibility. Please ask for details or visit my LinkedIn profile.

10 years as owner of InMotionMedia

Wore product, design, design engineer, info architect, and engineer hats to bring folks online,

Skills

Design Systems	UX Design	Communication
Design Systems x AI	Inclusive Design	Empathy
Generative UI	Design Technology	Customer Insight
Accessibility	Front End Development	Customer-service Mindset
Product Management	Figma	Growth Mindset
Team Leadership	CSS	Innovation
Strategic Thinking	HTML	Mentorship
Business Impact	JavaScript	Collaboration Processes
Inclusive Leadership	React	

Professional Development

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