

# Lisa Allen

## Senior Fractional Product, Design, & Creative Ops Consultant

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### Summary

A senior fractional consultant with 15 years of multidisciplinary experience across product, design, and creative operations. Known for rapidly embedding into new environments, synthesizing complex information, and creating structure in high-ambiguity contexts. Blends systems thinking with hands-on execution to establish workflows, processes, and operational improvements. Skilled at integrating across design, product, engineering, and leadership to establish clarity, align stakeholders, and accelerate progress. Trusted for transforming complexity into coherent direction and enabling teams to work more efficiently and confidently.

### Core Capabilities

- Systems Thinking & Information Synthesis
- Rapid Team Embedding & Context Assimilation
- Workflow, Process & Tooling Architecture
- Product & Design Operations
- Creative Production & Resource Coordination
- UX Flows, Wireframing & Conceptual Design
- Cross-Functional Alignment & Stakeholder Facilitation
- Operational Framework & Onboarding Development
- End-to-End Project Direction & Delivery Assurance
- Organizational Clarity & Change Enablement

### Experience

#### Meaningful Gigs — Creative Operations Manager

May 2023 – Sep 2024 | Remote

Led multidisciplinary creative and operational initiatives within a software-driven creative marketplace. Embedded quickly across design, product, and engineering teams, synthesizing context and bringing structure to dynamic, high-volume environments. Built systems, workflows, and operational logic that supported scalable production and improved overall team clarity and effectiveness.

- Developed the production studio model and operational frameworks that expanded client scope and improved delivery consistency.
- Informed the early logic of an AI-driven design review tool and built the initial operational processes needed for its rollout.
- Strengthened creative production pipelines by implementing standards, tool optimizations, and quality assurance practices across distributed teams.
- Improved talent operations by refining the creative database, designing self-assessment tools, and mitigating bias in evaluation.

#### Momentum Design Lab — Product Manager

Feb 2022 – Mar 2023 | Remote

Integrated into a fast-paced product innovation environment, working across research, strategy, design, and engineering. Quickly absorbed project context, clarified direction, and re-established alignment when joining initiatives midstream. Operated as a cross-functional translator, ensuring product vision, stakeholder needs, and delivery constraints remained coherent and actionable throughout execution.

- Directed requirements definition through clear user stories, acceptance criteria, and business alignment, enabling design and engineering teams to deliver with confidence and clarity.
- Re-aligned project direction by diagnosing misalignment, clarifying priorities, and refining engineering backlogs into clear, actionable sequences of work.
- Managed scope, timelines, and delivery expectations across multiple concurrent engagements, negotiating trade-offs and maintaining strong relationships with clients and internal teams.

- Supported broader company initiatives through competitive analysis, process refinement, content creation, and contributions to sales, RFPs, and operational improvements.

#### Raging Owl — Founder & Lead Consultant

Oct 2013 – Present | Remote | Nevada-based LLC

Runs a boutique consultancy providing multidisciplinary strategy, design, development, and execution support tailored to individual clients' needs. Engagements range from diagnosing and resolving targeted business challenges to guiding concept-to-delivery product work. Brings strong technical fluency to cross-functional engagements—able to collaborate effectively with engineering teams, interpret constraints and opportunities, and keep the development process transparent, feasible, and aligned with strategic goals. Known for cutting through complexity, identifying what is essential, and delivering the strategic and practical interventions that move projects and organizations forward.

- Leads concept-to-delivery engagements across product strategy, UX and UI design, development planning, and quality oversight. Collaborates with engineering teams to turn technical constraints and opportunities into clear decisions, aligned expectations, and actionable next steps.
- Builds or refines the structures teams rely on—whether processes, cross-functional workflows, or collaboration models—to support reliable delivery and clearer decision-making.
- Develops strategic roadmaps, scopes initiatives, and aligns stakeholders around priorities, goals, constraints, and realistic execution paths.
- Consults on targeted challenges across business, product, marketing, development, and operational domains—diagnosing issues, recommending interventions, and executing solutions that resolve core problems.

#### Lugu — Product Owner & UX Lead

Jul 2020 – Jan 2023 | Remote

Led the creation and evolution of a digital product designed to help users record and share their life stories. Originally contracted to design and bring the product to launch, the role expanded into comprehensive product leadership—setting direction, making key decisions across UX, product, and development, coordinating engineering, and guiding the product through multiple phases of build, release, and refinement.

- Developed the product vision and translated it into requirements, user stories, flows, and a complete, development-ready UX/UI system.
- Worked closely with engineering through iterative development cycles, conducting QA, validating implementation, and ensuring alignment between product intent and technical execution.
- Produced core product assets including wireframes, concept illustrations, prototypes, pitch decks, marketing materials, copy, and two product websites.
- Created financial projections, early business models, and marketing strategies to support growth planning and investor conversations.

## Earlier Experience

Built a multidisciplinary foundation through roles spanning nonprofit development, digital marketing, eCommerce operations, and architecture. These roles strengthened skills in systems thinking, communication, research, and cross-functional collaboration—capabilities that underpin my product, strategy, and consulting work today.

#### Flight Test Historical Foundation — Development Manager

Apr 2018 – Apr 2019 | Los Angeles, CA

Led development and fundraising efforts supporting the Flight Test Museum at Edwards Air Force Base, including campaign planning, stakeholder engagement, and donor outreach.

#### RockPepper — Partner, Digital Marketing Studio

Jul 2016 – Jan 2018 | Remote

Co-led a small studio delivering brand, content, and digital marketing initiatives for clients across various industries.

#### EQ Sports — Development Consultant

Jan 2012 – Dec 2013 | Remote

Improved operational efficiency for an eCommerce retailer, enhancing processes, inventory management, and system integrations to support revenue growth.

HMN Architects — Architectural Intern

Jun 2010 – Dec 2010 | Overland Park, KS

Supported schematic design, construction documentation, research, and marketing materials for a full-service architecture firm.

## **International Project Engagements**

Worked with organizations across Africa, Europe, and Asia on structured project-based roles involving planning, coordination, and community-focused initiatives. These engagements provided early cross-cultural experience and helped shape a flexible, systems-oriented approach to collaboration and problem-solving.

## **Education**

Kansas State University — Master of Architecture (M.Arch.)

2005 – 2010 | Manhattan, KS

Uganda Management Institute — Project Planning & Management Course

2011 | Kampala, Uganda

Czech Technical University — Urban Design & Historical Preservation Coursework

2009 | Prague, Czech Republic