

LISA DUBOW

DESIGN RESEARCH + STRATEGY LEAD

EXPERIENCE

MAY 2019
- PRESENT

DESIGN RESEARCH & STRATEGY LEAD

FORD MOTOR CO.
PALO ALTO, CA

- Define and scope strategic research priorities in close collaboration with Advanced Design Team leadership
- Collaborate with product managers and designers on iterative design, research, and prototyping programs
- Spearhead qualitative + quantitative research studies, including ethnographic field studies, surveys, usability tests, diary studies, longitudinal experiments, and surveys, to inform design decisions
- Guide teams through synthesis to generate actionable insights and opportunities to build customer-centric solutions
- Present research findings to executive leadership and key stakeholders, influencing product strategy and advocating for user-centered design principles
- Mentor junior researchers, fostering their growth and development in research methodologies and interdisciplinary collaboration

NOV 2014 -
APR 2019

INNOVATION STRATEGY LEAD

?WHAT IF! INNOVATION (PART OF ACCENTURE)
NEW YORK, NY

- Led cross-functional team to develop new products, services, and business models for Fortune 500 companies
- Facilitated client workshops to identify new opportunity spaces, co-create solutions, and provide training on design thinking methodologies, skills, and mindsets
- Championed the design and execution of consumer research
- Set the creative and strategic vision across wide range of innovation challenges including: brand innovation, product & service design, and growth strategy
- Led projects across diverse industries including Healthcare, Financial Services, Beauty, Transportation & Logistics, and Food & Bev

OCT 2013 -
OCT 2014

DIGITAL STRATEGIST

WIEDEN + KENNEDY
NEW YORK, NY

- Evaluated digital media opportunities on behalf of entertainment client
- Established KPIs and metrics for marketing programs across digital channels
- Leveraged quantitative and qualitative insights to inspire content strategy
- Fostered strong and effective relationships with clients, agency counterparts, and various digital media partners

JUN 2013 -
SEP 2013

STRATEGIST

BIG SPACESHIP
BROOKLYN, NY

- Led research on technological trends and consumer behavior across digital channels to inform brand communication strategy and UX strategy
- Developed strategic recommendations to enhance client SEO and maximize brand visibility and awareness



San Francisco, CA



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SKILLS

Intellectual curiosity, structured thinking, and comfort with ambiguity

Ability to adapt and pivot quickly to address both project and organizational needs

Demonstrated ability to lead multi-disciplinary teams

Design thinking practitioner and coach

Well versed in generative & evaluative UX research methodologies

Skilled in building digital user experiences

EDUCATION

2009 - 2013

UNIVERSITY OF MICHIGAN

B.A. Communication Studies

Concentration in Digital Media Studies & Psychology