Lisa Panke

Senior Product Designer

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PROFILE

Senior Product Designer with 5+ years in UX/UI and a decade in technology and operations. I turn complex B2B workflows into clear, scalable products through research, systems thinking, and engineering collaboration.

PROFESSIONAL EXPERIENCE

Thinklogic Inc. | Remote
Senior Product Designer | Feb 2025 – Present

- Lead the redesign of a fragmented 19-module admin platform, unifying workflows through shared navigation and consistent interaction patterns; build reusable Storybook components and the Angular frontend with Claude Code alongside engineering.
- Design a semiconductor marketing website that helps engineers find technical specifications quickly while communicating the company's capabilities to business decision-makers.
- Redesigned Chatsworth's B2B product discovery with guided selection and in-context education; built scalable CMS architecture with 45 content models and 100+ reusable components, launched in late 2025.

Product Designer | Mar 2024 – Feb 2025

- Redesigned The Ticket Clinic's mobile app, including its intake experience; reorganized navigation and information architecture for WGA West and Manatt to help users find complex content.

ZEAL | Remote
Product Designer & Webflow Developer | Dec 2022 – Mar 2024

- Owned UX for Software Residency, a SaaS mentorship platform; translated mentor and mentee research into a dashboard, weekly summaries, and structured skill evaluations, refined through usability testing.
- Proactively led Argen's 100+ screen mobile redesign to improve readability, touch targets, and accessibility; collaborated with developers through implementation and design QA. The client requested continued freelance collaboration after ZEAL.

Product Design Resident | Dec 2021 – Nov 2022

- Completed a year-long residency mentored by ZEAL's Director of Design, contributing to real product work across research, UX/UI, and cross-functional collaboration.

Freelance Product Design
Product Designer | Sep 2021 – Sep 2022

- Redesigned PHLASK's community resource discovery through research and usability testing; refined Breathing.ai ahead of its beta launch.

EARLIER EXPERIENCE

Earlier operations leadership: Business Operations Manager at Storefront (2017–19), where streamlined processes increased sales by 12%; Global Team Lead at Fashiola/Kleding.nl (2013–16), expanding into 11 markets in two years.

CORE SKILLS

Product & UX: Information architecture, complex B2B workflows, interaction design, user research, usability testing, prototyping, design systems, accessibility (WCAG), user flows, responsive design, design QA, mentoring

Design & dev: Figma, FigJam, Storybook, Claude Design, Claude Code, ChatGPT, GitHub, Webflow, Kontent.ai

Analytics & delivery: GA4, Google Search Console, Lighthouse, Azure DevOps, Jira, Asana, Zapier

EDUCATION

Bachelor of Commerce, Marketing & International Management | Saxion University
UX Design Certificate (600-hour program) | CareerFoundry