

Lisa Panke, Senior Product Designer

Portfolio: lisapanke.com | Buffalo, NY | hello.lisapanke@gmail.com | linkedin.com/in/lisa-panke

Summary

Senior Product Designer for complex B2B workflows, e-commerce catalogs, and design systems, with 5+ years in UX/UI and 10+ in tech. Brainstorms with OpenAI, designs in Figma, and builds frontend with Claude. Recently designed 45 content models and 100+ reusable Kontent.ai components for a B2B client.

Skills

Design: Product Design, UX/UI, Interaction & Visual Design, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems, Accessibility (WCAG 2.1 AA), Web, Mobile, Native iOS

Research/Product: User Research, Usability Testing, Product Analytics, Product Strategy, Design QA, Mentoring

Tools: Figma, Storybook, Claude (Design & Code), Google Analytics, Jira, Notion, Asana, Webflow

Experience

- ◆ **Senior Product Designer** Feb 2025 to present
ThinkLogic Inc., Custom Software Agency | Remote
 - ◆ Lead design of an enterprise admin platform end-to-end: prototype in Claude Design, build its design system in Storybook, and code the Angular frontend with Claude Code alongside engineering.
 - ◆ Architected content models for 3 headless CMS migrations (Chatsworth Products, Manatt, MaxLinear), including 45 content models and 100+ reusable components in Chatsworth's Kontent.ai CMS, so content teams update pages without developer help.
 - ◆ Build reusable AI workflows & skills with Claude; roughly 90% of AI-drafted user stories pass.
 - ◆ Present design rationale to client stakeholders, internal, and external Project Managers
- ◆ **Product Designer** Mar 2024 to Feb 2025
ThinkLogic Inc. | Remote
 - ◆ Transformed Chatsworth Products' B2B ecommerce site for its Kontent.ai migration, replacing an oversized product table on its highest-converting page with guided selection and in-context education.
 - ◆ Designed The Ticket Clinic's mobile intake flow for 3 states with state-specific case and payment rules.
 - ◆ Restructured information architecture and redesigned content platforms for Manatt, Phelps & Phillips and the Writers Guild of America West.
- ◆ **Product Designer & Webflow Developer** Dec 2022 to Mar 2024
ZEAL, remote
 - ◆ Owned strategy and UX for a SaaS mentorship app through user research and usability testing.
 - ◆ Redesigned a healthcare client's user flows from stakeholder interviews and AI-enhanced synthesis, reducing required actions by 88% in the proposed flow.
 - ◆ Contributed to and scaled ZEAL's design system to improve consistency and speed handoff.
- ◆ **Product Design Resident, ZEAL** Dec 2021 to Nov 2022
- ◆ **Product Designer, Freelance** Sep 2021 to Sep 2022
PHLASK, Philadelphia, and Breathing.ai, Roux Institute Techstars '21
 - ◆ Redesigned PHLASK through research and testing, and refined Breathing.ai before its beta launch.
- ◆ **Business Operations Manager, Storefront, Amsterdam** May 2017 to Feb 2019
 - ◆ Promoted within 6 months; streamlined processes that lifted sales by 12%; managed Google & Louboutin.
- ◆ **Global Team Lead, Fashiola/Kleding.nl, Netherlands** Feb 2013 to Oct 2016
 - ◆ Launched Fashiola in Germany and opened the Amsterdam office, expanding to 11 markets in two years.

Education

- ◆ **Certified UX Designer, CareerFoundry (600-hour UX Design Program)** Mar 2021 to Sep 2021
- ◆ **Bachelor of Commerce, Marketing and International Management, Saxion University**