

CYNTHIA LUSIAN, Evansville, WI | cynthialusian.com | cynthialusian@gmail.com

TECHNICAL PRODUCT & PROJECT MANAGEMENT LEADER

Multidisciplinary strategist blending UX, e-commerce, and product development expertise. Skilled in transforming ambiguous problems into structured digital solutions. Proven success in leading cross-functional teams, managing end-to-end product lifecycles, and aligning business strategy with user needs. Seeking roles at the intersection of technology, operations, and customer experience.

CORE COMPETENCIES

Product Management • Project Management • User-Centered Design • Agile & Scrum • Business Strategy • JTBD • Feature Prioritization • Product Discovery • UX Research • Cross-functional Leadership • KPI Reporting • Roadmapping • Front-End Development • E-commerce Optimization • Information Architecture • Accessibility • Technical Documentation

PROFESSIONAL EXPERIENCE

Plum Paper — E-commerce Manager

Dec 2024 – Jul 2025 | Remote

- Led daily operations and long-term strategy of an e-commerce platform serving thousands of customers.
- Implemented UX and SEO improvements that directly impacted conversion rates.
- Spearheaded a project intake process and managed a product backlog using Scrum methodology.
- Facilitated sprint planning, retrospectives, and backlog grooming.
- Partnered with engineering to deliver new features, reduce site friction, and maintain WCAG compliance.

UX Uncovered — UX Strategist (Contract)

Mar 2024 – Nov 2024 | Remote

- Consulted with clients on discovery research, user needs, and strategic roadmaps.
- Applied Jobs-to-be-Done and Outcome-Driven Innovation frameworks to define product opportunities.
- Delivered actionable insights through workshop facilitation, user interviews, and analytics review.

UW Credit Union — User Experience Engineer II

Feb 2023 – Mar 2024 | Madison, WI

- Collaborated with product owners and developers to define requirements and prioritize features.
- Delivered research-backed UX enhancements, improving HELOC and loan product KPIs.
- Managed release planning, sprint coordination, and stakeholder presentations.

UW Credit Union — User Experience Engineer

Apr 2021 – Feb 2023 | Madison, WI

- Built HTML/CSS prototypes to support A/B testing and design concepts.
- Led IA and usability improvements that reduced member support requests.

- Aligned digital efforts with broader business objectives and release schedules.

pc/nametag — User Experience Designer

Aug 2019 – Mar 2021 | Verona, WI

- Led end-to-end UX efforts for Magento 2 e-commerce site, growing key KPIs by 30%+.
- Created user journeys, wireframes, and site architecture updates based on testing and analytics.
- Collaborated cross-functionally to support merchandising, marketing, and development initiatives.

pc/nametag — Email Marketer & Designer

Jul 2016 – Dec 2019

- Executed marketing automation using HubSpot, launching campaigns aligned to seasonal promotions.
- Coded responsive emails and optimized cross-device experiences.
- Supported web replatforming project to Magento 2.

First Supply LLC — Marketing & Graphic Design Consultant

Jun 2013 – Jul 2016 | Madison, WI

- Developed brand and sales materials for B2B audiences.
- Implemented a web-to-print system used by 40+ locations.

Additional Roles:

Graphic Design roles at Menards, Borah Teamwear, and Vernon Memorial Healthcare (2011–2013)

EDUCATION

University of Wisconsin-Stout — BFA in Graphic Design

Madison Area Technical College — Web Design Coursework

American Graphics Institute — UX Design Certificate

CERTIFICATIONS & AFFILIATIONS

- Learn Sass Course (Codecademy)
 - Member, Product Development and Management Association (PDMA)
 - PDMA Digital Content Committee Member
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TECHNICAL SKILLS

HTML/CSS • Figma • Magento • Google Analytics • HubSpot • A/B Testing • Jira • Confluence • WordPress • Adobe Creative Suite • GitHub

VOLUNTEER WORK

Humane Society of Southern Wisconsin — Volunteer Staff

Oct 2024 – Present