
Lise LaTorre

UX Foundations Leader

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Overview

With over 20 years in UX-related tech, I am a horizontal team leader focused on scaling UX expertise and delivering high-quality, inclusive, consistent, and accessible user experiences through Design Systems, Generative UI (AI), Accessibility, and other UX Foundation teams. I am passionate about ensuring business impact through enablement programs and tracking results, and helping the ICs and managers I support in developing their unique voices as craft leaders and managers.

UX Foundations Leadership Experience

Senior Manager, Generative UI/Design Systems

GEICO | July 2025 - present

Role

Scaling an established design system, and the design system team, to support generative UI, a system of systems, a mobile-and-AI-agent-first design mindset, and a wide range of accessible digital experiences based on Flutter (mobile) and Web Components. Ensuring consistent quality and business impact by implementing structured enablement programs and fostering a collaborative team culture.

Impact

- Defined and led a **rebuild** of our entire token and Figma architecture to **enable designers and AI agents** to create modern, quality user experiences and set the system as context for several AI tools.
- Orchestrated and hosted a **2-day training event** for the entire UX organization to reset around a shared understanding of design quality, and orient UX designers to the new assets, best practices, and what it means to be a part of a system of systems.
- Established a **federated system of systems** model of collaboration, subsystems, and quality contributions.

- Evangelized methodology, tools, and process to get high quality, system and accessibility-compliant output from **AI tools**.
- Developed Make Kits, a layered skills file architecture and prompt standards for **AI-based design workflows**.

Senior Director, UI Foundations

Sprout Social | January 2023 - November 2024

Impact

- Enabled a high standard of **UI/UX quality** throughout the Sprout ecosystem by leading Design and Design Technology for Design Systems, Accessibility, Experience Integrity, and Global Utilities teams.
- Emphasized **growing craft leaders** as well as **scaling UX expertise** through the effective use of Design Systems and Accessibility resources.
- Formulated a **long-term vision** for Design Systems, Accessibility, and UI Integrity teams to optimally support design quality across a suite of social media management products.
- Drove the creation of a UI Foundations **roadmap** that integrated Design, Engineering, and Enablement outcomes aligned with overarching business initiatives and goals.
- Fostered an inclusive and productive **team culture** across multiple geographies and **timezones**

Head of Design Systems

Gusto | December 2021 - January 2023

Impact

- Led the **expansion** of a robust design system built in Figma and React, enhancing user interface consistency and functionality.
- Defined the **strategy** and established **processes** for a **cross-functional team** of Design Systems design technologists, designers, and managers, improving workflow efficiency and relationships throughout the company.
- Unified Design Systems Design and Engineering teams into one highly collaborative agile unit, fostering improved communication and productivity.
- Spearheaded an **accessibility-first design** and development process for new components.
- Established the team **strategy, vision, roadmap, and process**, tying our work to business priorities and initiatives.
- Developed a model for the **three pillars of Design Systems**: Design, Engineering and Enablement, and championed the importance of user support for effective adoption.

Director, Design System Enablement, Lightning Design System Salesforce | March 2019 - December 2021

Impact

- Established a unified understanding of **agile-informed roles** among Product, Design, Engineering, and Leadership, enhancing collaboration.
- Drove the **creation of a super agile team** to coordinate cross-team projects and dependencies, resolving workflow blocks and significantly improving efficiency.
- Prompted **cross-team pairings** to break down silos, improve relationships, and better share expertise within and across teams.
- Laid the foundation for a **LDS API** for providing guidance at each project touchpoint (design, handoff, code, testing, merging).
- Enhanced collaboration and team relationships with a **mixture of remote and on-sight** ICs, across multiple geographies/time zones. Established guidelines to ensure remote team members felt equally represented and integrated.
- Nurtured the careers of 7 engineers, guiding promotions, navigating performance coaching, and establishing a roadmap that provided challenge and interest for ICs while also providing business value.

Principal Design Systems Engineer

Castlight Health | March 2013 - March 2019

Impact

- Created and championed the company's **inaugural design system** in Angular, setting a standard for UI development.
- Architected an Angular-based embedded UI for Anthem's web-based products, using a **themeable, modular** approach.
- Instituted a **UX Ambassador Program**, significantly enhancing system adoption rates and ensuring an accessible experience for all users.
- **Reduced product redesign timeline** from one-year to 3 months.
- Managed workflow across multiple timezones, including UX engineers in India

Skills

Design Systems	UX Design	Communication
Design Systems x AI	Inclusive Design	Empathy
Generative UI	Design Technology	Customer Insight
Accessibility	Front End Development	Customer-service Mindset
Product Management	Figma	Growth Mindset
Team Leadership	CSS	Innovation
Strategic Thinking	HTML	Mentorship
Business Impact	JavaScript	Collaboration Processes
Inclusive Leadership	React	

Professional Development

- Women's Leadership Program 2022, Salesforce
- Accelerate Leadership Program 2021, Salesforce
- Scrum Leader Certification Training 2020, Salesforce