

MARIESA LENZ

Director, UX Product Design

Contact

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About

Led global web experience strategies that harmonize consistent brand identity with localized content, messaging, and UX across diverse languages and buyer segments. Directed cross-functional teams to deliver scalable, data-driven digital solutions that increased user engagement by 40% and accelerated revenue growth by over \$4 million annually. Expertise in integrating modern CMS, experimentation platforms, and analytics to optimize multi-regional SaaS web platforms for sustained market expansion.

Skills

3D real-time experience design · construction tech

Tools: Confluence · Git/GitHub · Jira · GitHub Copilot · OpenAI API

Operations: Employee Onboarding · Team Operations · Chief of Staff operations & cross-functional alignment · Organizational change management & culture building

Leadership: Balanced team leadership & executive coaching · Stakeholder Management · Executive Communication

Strategy: Product strategy & roadmap facilitation · SaaS growth

Experience Summary

About | Growth strategist and design leader with 15 years at the intersection of product, design, and business strategy. Specializes in finding product-market fit for early-stage and growth-stage companies. Runs rapid validation cycles, shapes R&D bets, and translates customer insight into durable commercial traction. At Hamlet, driving AI product strategy and growth initiatives that have generated \$1M in net-new ARR and 4 new product launches. Previously at Aurora Solar, led design and product teams accountable for \$45M in annual revenue and drove initiatives delivering \$4.4M in ARR growth and 203% YoY expansion. Proven across Aurora Solar, Hamlet, Mailchimp, and Pivotal Labs in making ambitious product bets land.

Professional Experience

Head of Design & Growth Strategy

Jun '25 - Present

Hamlet · Oakland, CA (Remote)

- Lead growth strategy and product-market fit discovery for an early-stage AI company, partnering with the CEO to identify high-leverage bets and translate them into validated roadmap decisions. Design and run rapid validation sprints — prototypes, MVPs, and client pilots — that generate actionable commercial signal across product and partnership opportunities.
- Drive R&D strategy and execution across 5 successful initiatives, applying 15 years of design and product strategy expertise to take concepts from early hypothesis to measurable traction — resulting in \$1M in net-new ARR and 4 successful new product launches.
- Shape product direction and go-to-market positioning through synthesis of qualitative and quantitative signals, turning customer and market learnings into actionable insights that strengthen PMF and increase cross-team alignment by 40%.
- Bring design systems thinking and user-centered rigor to every stage of product development — ensuring growth initiatives are grounded in customer insight, craft, and durability rather than speed alone.

Senior Design Manager

Aug '22 - Jun '25

Aurora Solar · San Francisco, CA (Remote)

- Directed and scaled high-performing design teams by directly advising 8 designers and influencing up to 20 additional design team members. Average tenure of direct reports at Aurora is 26 months.
- Ensured strategic alignment across the core business 3D CAD product, internationalization, and new solar investment opportunities totaling 45 million dollars in annual revenue. Balanced innovation, operational excellence, and speed to maximize impact.
- Conducted due diligence for a \$2 million acquisition target, Lyra, identifying risks and integration challenges to guide strategic planning.

strategy & B2B product development
· Strategic Planning · Strategic Frameworks & Systems Design (OKR Design & Execution)

Project Management: Project Management & Agile Methodologies
· Early-stage product validation & R&D leadership

- Achieved annual cost savings of \$150,072 by aligning product direction and business strategy through collaboration with Engineering and Product Directors, while enhancing the end-to-end customer experience by addressing key challenges and building trust with executives and external stakeholders.
- Spearheaded initiatives that generated \$4.4M in annual recurring revenue and achieved 203% year-over-year growth, positioning Install-ready and Solar Instant Plan Set scaling as the fourth company priority.
- Developed a comprehensive brand narrative that increased customer engagement by 40%, effectively communicating the brand's mission and values through compelling storytelling techniques.
- Successfully built and led a cross-functional team of 15 individual contributors, including developers, product managers, and product designers, resulting in a 30% increase in project delivery speed and a 25% improvement in job satisfaction scores over two years.

Senior Design Manager & Principal Product Designer

Aug '19 - Sep '22

Truss · San Francisco, CA (Remote)

- Implemented hiring process improvements and developed growth leveling frameworks and self-assessment systems, causing enhanced team clarity and a reduction of over \$6 million in annual productivity losses.
- Implemented testing schedules that integrated continuous user feedback, up-shotting revenue by 300% year-over-year.
- Led five cross-functional teams of 6-10 members each to streamline product delivery, resulting in a 50% increase in deployment frequency and a 35% reduction in production issues over two years.
- Led a cross-functional team in a design thinking workshop that fostered collaboration and curiosity, resulting in a 30% increase in transformative product features based on user feedback.
- Led the design of a secure customer portal that enhanced user experience while ensuring compliance with GDPR, HIPAA, and other government regulations, resulting in a 30% increase in user engagement without compromising data security.

Product Design Manager

Jun '18 - Jun '19

Mailchimp · Atlanta, GA

- Oversaw and mentored a high-impact product design team, fostering a collaborative, high-trust culture that saw a 33% increase in team satisfaction scores. Set clear expectations and guided designers toward skill growth goals, causing a 26% improvement in project delivery timelines and a 80% increase in overall design output.
- Shepherded the design team through a complex business model transition, and validated net-new solutions that improved user satisfaction scores by 45% and reduced customer churn by 25% within the first year of implementation.
- Challenged cross-functional teams to develop and launch 13 new features, resulting in a 62% growth in customer satisfaction scores and increasing Mailchimp's TAM in the small-business CRM space.

- Orchestrated a focus on user centric design practices by mentoring and supporting up to eight designers, product managers, and engineers in the Washington, DC office, driving consistency in user research, analysis, and design system approaches, resulting in 48% improvement in design & research approach consistency & 5 successful product launches for government agencies.
- Drove research-informed product decisions by conducting ethnographic research and usability testing, which concluded in a 110% increase in user satisfaction scores of government services and a 67% reduction in support tickets over six months.
- Collaborated with engineers, PMs, and designers to deliver 5 products within almost 36 months, achieving a 5 million dollar increase in Pivotal's 2016 annual revenue.
- Facilitated Lean Agile workshops that empowered product managers to prioritize features effectively, leading to a 54% improvement in project delivery efficiency and a 70% boost in overall product adoption within six months.

Educational Background

Cornish College of the Arts | Bachelor of Fine Arts (BFA)

Design & Visual Communications · Graduation: May '05

- Relevant Coursework: Strategic Communications, Project Management, Collaborative Design Studios
- Leadership Role: Served as President of the Student Design Council, coordinating cross-discipline teams on end-of-year showcases
- Senior Project: Led a team of 12 peers to develop an interactive web & brand identity system for Central District Forum for Arts & Ideas

University of Oxford | Executive Leadership Certificate

Executive Leadership Programme · Graduation: Feb '24

- Relevant Coursework: Strategic Leadership, Organizational Change, Decision-Making Frameworks, Stakeholder Management
- Capstone Project: Developed a strategic roadmap for Aurora Solar addressing organizational alignment and operational scaling
- Leadership Lab: Facilitated cross-departmental simulations to improve executive-level communication and governance