

LITSA BABALIS
SENIOR PRODUCT DESIGNER
designer.litsababalis.com
litsa@litsababalis.com
+1 54-652-5513

SKILL SET

STRATEGIC

Product Strategy
Systems Thinking
AI-First Product Thinking
Problem Framing
Stakeholder Alignment
Product-Led Growth

PRODUCT & EXPERIENCE

End-to-End Product Design
Complex Workflow Design
Enterprise UX
Information Architecture
Design Systems & Tokens
Rapid Prototyping
Usability & Heuristic Evaluation

EXECUTION & DELIVERY

Design Systems Implementation
Cross-Functional Collaboration
Agile / Iterative Delivery
Workshop Facilitation

TECHNICAL & SYSTEMS

Frontend Constraints Awareness
API & Data Flow Understanding
AI-Assisted Workflows
Automation & Tooling

LEADERSHIP

Design Direction & Mentorship
Driving Design Quality
Influencing Product Decisions
Cross-Team Alignment
Establishing Design Practices
Scaling Design Systems

REFERENCES UPON REQUEST

PROFESSIONAL SUMMARY

Senior Product Designer focused on complex enterprise platforms, where deciding what not to show is as important as what to show. Over 10+ years in enterprise SaaS, I've built decision-support systems that cut scheduling workflows from 15 minutes to under 4, improved time-to-action by 45%, and reduced governance failures by 60%. For four years I've been operating at Lead scope, leading 0→1 initiatives, shifting team culture, and using working prototypes to secure executive alignment before a sprint is planned.

WORK EXPERIENCE

SENIOR PRODUCT DESIGNER: WORKJAM
February 2021 – Present (5 years)

Led 0→1 platform initiatives across scheduling, dashboards, communications, and workflow governance to surface operational risk at the moment of decision.

Reframed customer and sales-driven feature requests into platform-level workflows, reducing bespoke solutions and long-term design debt.

Designed cross-system coordination layers that surface compliance, credential, and availability constraints at the exact moment scheduling and approval decisions are made.

Integrated AI tools (Figma Make, v0, Lovable, LLMs) to compress the gap from insight to validated prototype and enable executive alignment before engineering investment.

Drove design system evolution, establishing reusable tokens, patterns, and interaction models adopted across multiple product areas.

Shifted design team culture by introducing upstream problem-framing practices, reducing revision cycles and improving cross-functional collaboration at review.

EARLIER EXPERIENCE

2020 – 2024

Educator, John Abbott College & EMSB
Taught design and mentored students using real-world workflows, shaping how they approach modern tools and systems.

2007 – 2019

Founder & Lead Designer, That Sky Blue Stationery
Built and operated an independent product brand end-to-end, developing the instinct for risk, sequencing, and investment decisions that now shapes how I approach platform design.

2002 – 2007

Senior Product Designer, SAP Hybris
Early experience designing enterprise e-commerce platforms, shaping my foundation in complex systems, data flows, and scalable UX.

EDUCATION & CERTIFICATIONS

The Complete Guide to Design Tokens
Subatomic, 2025

Agile methods of UX Design
IxDF, 2023

Inter-DEC College, Associate degree
Graphic and web design

MENTORSHIP & LEADERSHIP

EMSB Mentor
Mentored educators on modern product design workflows and industry practices

Mentored graduate students providing guidance on portfolios, workflows, and navigating entry into the industry.

RECOGNITION & AWARDS

RetailTech Breakthrough Awards
Contributed to a platform recognized for:
Overall Workforce Management Solution of the Year in 2024 and Workforce Scheduling Solution of the Year in 2023