

LILY BISSET

VP UX · HEAD OF DESIGN · AI EXPERIENCE STRATEGY

lilybisset.com · linkedin.com/in/lillianbisset · Portland, OR (Remote)

Twenty years building design organizations that change what design means inside a company, not just what it produces. Agency work at Razorfish and Magenic. Senior leadership inside engineering-dominant cultures at Viasat, Honeywell, and Cirium.

At Cirium I defined the company's first generative AI product experience strategy: the governance frameworks, the experience standards, the design principles that made responsible AI integration something the product lived rather than declared. That work required aligning data science, engineering, product, compliance, and CX around questions most organizations hadn't formalized yet. What AI could say. How it should express uncertainty. When it needed to hand off to a human.

I catch the weak signals before they become measurable failures. I build the design conditions that prevent them from recurring.

Available for VP UX, Head of Design, and senior AI experience strategy roles. Fully distributed across a global team for my entire senior tenure at Cirium.

CORE COMPETENCIES

- AI Experience Strategy
- Design System Architecture
- Design Org Leadership
- AI Governance & Trust Design
- Behavioral Systems Design
- Cross-functional Alignment
- DesignOps & Operating Models
- Enterprise Product Design

EXPERIENCE

Independent Design Executive & Strategist

Self-Employed 2024 – Present *Remote*

- Advising mid-size enterprise organizations on AI experience strategy, governance frameworks, and design operating model maturity.
- Founder, My Thinking Matters — a publication and forthcoming course on conversation literacy and cognitive sovereignty in the AI era. 100+ articles published across five content series.
- Founder, Human Development Pathways (HDP) — consulting arm applying sovereignty-first design principles to organizational AI integration.

Head of Human-Centered AI / VP, UX & Product Design

Cirium (Aviation Intelligence, a LexisNexis company) 2021 – 2024 *Remote (Portland, OR)*

Led UX and product design across Cirium's advanced aviation analytics suite. Built the design organization from two people to a team of 12+, established the company's first design center of excellence, and defined Cirium's GenAI product design strategy at a moment when most organizations were still figuring out what that question even meant.

- Defined Cirium's first generative AI product experience strategy, including the governance frameworks, experience standards, and design principles that made responsible AI integration something the product lived — not just declared.
- Aligned cross-functional leadership (data science, engineering, product, compliance, CX) on what AI could say, how it should express uncertainty, and when it needed to hand off to a human. This is the work nobody sees and everybody feels.
- Built Cirium's first dialog-based AI experience, which became the foundation for the company's GenAI assistant — still informing what the company builds today.
- Scaled team from 2 to 12+, built the operating model, introduced a significant competency spread while keeping the org deliberately flat.
- Moved design from a downstream production resource to a function that shaped how the company thought about its products from the start.

Global UX & Product Design Director (Industrial & Digital)

Honeywell 2019 – 2021 *Atlanta, GA (Distributed Team)*

Built and led a globally distributed team of 12+ designers working on Honeywell Forge — a design system that had to hold across environments as different as a corporate boardroom and a factory floor.

- Led UX strategy across the Honeywell Forge for Buildings portfolio, reducing design inconsistency by 70% within 12 months.
- Stood up Honeywell's first Design Center of Excellence in Atlanta, building the metrics and measurement frameworks that made design impact visible to senior leadership.
- Rebuilt enterprise UX and DesignOps foundations in a matrixed org, creating the structure needed to support AI prototypes and predictive design tools.
- Built and implemented enterprise-wide VOC-OKR metrics integration, boosting design-to-business efficiency by 40% and improving team retention by 20%.

Global UX / Product Design Director (Industrial & Digital)

Viasat Inc. 2016 – 2019 *Carlsbad, CA (Distributed Team)*

Built Viasat's first design center of excellence from scratch — a multidisciplinary team of interactive designers, UX practitioners, researchers, and front-end developers — inside a company where engineering set the pace and design had to earn every inch.

- Designed and launched a unified UX framework across a portfolio spanning residential WiFi, commercial aviation, the US Military, and Air Force One.
- Brought software design into Viasat's full rebrand from day one — the first time the company had done this. The design system produced is still live. Reduced design inconsistency by 70% and improved cross-functional collaboration scores by 40% within 12 months.

Lead UX Design Strategist / Consultant

Magenic (Studios Group) 2012 – 2016 *Southern California (Remote)*

- Led UX strategy across client engagements in healthcare, e-commerce, and higher education. Directed cross-functional teams through full delivery cycles.
- Meijer first mobile shopping experience: built a measurement framework around cognitive load, checkout speed, and conversion — Magenic won agency of record. Named Regional Consultant of the Quarter (2013, 2015).

User Experience Strategist

Citrix 2010 – 2011 *Fort Lauderdale, FL*

- Audited and rebuilt a fragmented content ecosystem: 40+ products synthesized into a single taxonomy, 30+ disconnected repositories unified. 32% reduction in internal support requests. Crystal Innovation Award.

Manager, UX and Information Architecture

Razorfish / Publicis Groupe 2007 *Miami, FL*

- Neutrogena SkinID: Interviewed dozens of dermatologists to map diagnostic logic, translated into a dimensional architecture that became the SkinID Evaluation Tool. Neutrogena filed a patent on that architecture. The campaign featured Hayden Panettiere and Katharine McPhee. The tool was the product.
- Burt's Bees Greater Good Foundation: Owned experience and brand language across web, print, and product for the inaugural digital launch. The foundation has since issued over \$2.4M in grants.

RECOGNITION

- Regional Consultant of the Quarter — Magenic Studios (2013, 2015)
- Peer Recognition Crystal Innovation Award — Citrix Systems
- Emerging Technologies Crystal Award — Noven Pharmaceuticals
- Leader/Soldier Award and Promotion — US Army

EDUCATION & SERVICE

- MCSD & CIW — Florida Atlantic University · US Army Veteran, 91B/92Y, 1993–2001