

CHRIS OTA

San Francisco based Staff Product Designer

Portfolio & links: linktr.ee/chrisota
chris@otadesigns.com

LinkedIn, Jun 2025 — Present

Staff Product Designer

Aug 2025 – Present

Premium Business Team

- Led Paid Meetings, a new Premium product, end to end as the sole designer, driving the launch through an SDUI migration and cross-functional work across email, Google Calendar notifications, and Stripe integration. **Results:** Grew from early pilot to 130+ sign-ups and 35+ active hosts; highlighted by the CEO at a company all-hands.

Premium All-in-One (AiO) Team

- Set design direction and cross-surface information architecture for the Customer Relationship Builder, a net-new agentic Premium experience, using AI-first prototyping for click-through variations. **Results:** Defined the product model for PM and Engineering, shaped the roadmap with a "daily 5" concept, and aligned partners faster than static mocks.

Staff Product Designer

Jun 2025 – Aug 2025

Linked Sales Solutions (LSS) Growth

- Designed growth and upsell experiences for Sales Navigator adoption and expansion.

Lyft, Jun 2017 — Mar 2025

Staff Product Design Lead

Mar 2022 – Mar 2025

Business Travel and Lyft Pass Team

- Reimagining the end-to-end experience for business travelers and introducing a reward program to address a 68% decline in ridership and promote rider loyalty.
- Empowered healthcare organizations to distribute and manage subsidized rides to communities in need. **Expected results:** Increase in revenue from healthcare partners from \$30M to \$60M.

Lyft Business Portal Team

- Overtook ownership of redesigning new account creation; overhauled the experience and introduced self-serve onboarding; improved admin login. **Results:** Decreased account creation time 4x, reduced fraudulent sign-ups and account creation abandonment rate, reduced login support tickets 36% MoM, increased account creation 37%.
- Unified the login experience for 3 business products. **Results:** Surpassed team's goal of reducing login support tickets to under 33%; improved user sentiment 12% in 2 years.
- Modernize dozens of legacy components to bring them to WCAG 2.1 AA compliance and standardized screen reader patterns within 6 months. **Results:** Unlocked new contract opportunities with government and healthcare organizations and enabled faster implementation of design updates.
- Led the V2 redesign of a Developer Portal. **Results:** Modernized the experience for hundreds of monthly API users.

Concierge Team

- Re-envisioned Concierge, including the addition of 12 new features; explored integration within Lyft Business Portal. **Results:** Advised team not to integrate, saving a year of engineering resources; 3 of 12 features were immediately implemented.

Senior Product Design Lead

Sep 2019 – Mar 2022

Concierge Team

- Facilitated strategic future planning for Lyft Business with 40+ cross-functional partners in 2020; refined and presented the full vision to the Lyft Business organization in 2021.
- Launched a mobile site for riders who didn't have the Lyft app and created new SMS templates for communication. **Results:** Support center calls from a pilot organization decreased 40%; rider no-shows dropped 68% in 3 months.
- Drove the creation and standardization of a singular accessible, responsive web header. **Results:** Web header was ready for implementation across all Lyft Business products and adopted by 4 external web teams.

CHRIS OTA

San Francisco based Staff Product Designer

Portfolio & links: linktr.ee/chrisota
chris@otadesigns.com

Lyft (continued)

Product Designer

Sep 2018 – Sep 2019

Concierge Team

- Redesigned the ride request flow, creating a responsive and consistent web experience for Concierge coordinators. **Results:** 53% growth in usage among organizations with a 45% increase in ride requests, 30% improvement in Customer Satisfaction Scores, and 7% decrease in driver cancellations.

Junior Product Designer

Jun 2017 – Sep 2018

Lyft Business Team

- Updated the Lyft Business Portal for scalability and started the business web library.

"Not only are you a talented designer devoted to solving user problems and shipping quality, you're a cultural champion!" — Katie Dill, former VP of Design at Lyft