CHRIS OTA
San Francisco based Staff Product Designer

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

LYFT
Staff Product
Design Lead,
Lyft Business
Since March 2022

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
- Reenvisioned 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.

LYFT
Senior Product
Design Lead,
Lyft Business
Sept 2019 – March 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.

LYFT
Product Designer,
Lyft Business
Sept 2018 – Sept 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.

LYFT
Junior Product Designer,
Lyft Business
June 2017 – Sept 2018

Lyft Business Team
- Updated interface for Lyft Business Portal for scalability
- Started business web library

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