

Lou Susi, MFA

Human-Centered Product Leader | Senior UX & CX Strategist | Innovation Catalyst

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Purpose-Driven UX, CX & Product Strategy for Learning, Growth, Transformation & Impact

I help mission-driven organizations imagine, design, and deliver digital experiences that **create measurable impact** for people and the businesses that serve them.

My approach blends deep user research, systems thinking, and cross-functional leadership to deliver solutions that are **strategically sound, operationally viable, and built for long-term success.**

Core Expertise

- **Experience Strategy & Research:** Journey Mapping, Service Blueprints, Usability Testing, Heuristic Reviews, Personas, Accessibility (WCAG), Information Architecture
- **Digital Platform Optimization:** Content Strategy, Conversion Optimization, A/B Testing, Compliance Audits, HTML/CSS Awareness, Performance Tracking
- **Learning Experience Design:** Higher Ed & Corporate Learning Platforms (Canvas, Moodle), Course Redesign, Student-Centered Pedagogy, Learning Analytics
- **Cross-Functional Leadership:** Partnering with Marketing, Product, Engineering, Learning Design, and Data & Analytics teams to unify vision and execution
- **Tools:** Figma, Axure, Adobe CC, UserTesting, Microsoft Clarity, Google Analytics, Miro, Jira, Confluence, Notion

Professional Experience

Principal UX Consultant & Product Strategy Advisor

lou suSi DESIGN — September 2013 - Present | Greater Boston Area

- Led **end-to-end strategic design engagements** for education, healthcare, and enterprise SaaS clients.
- Increased engagement and conversions by optimizing customer journeys and marketing funnels.
- Delivered accessibility-compliant, learner-first digital experiences in partnership with education teams.
- Facilitated **executive workshops** aligning user needs with business growth objectives.
- Drove redesigns informed by usability testing, heuristic reviews, and analytics.

Senior UX & Product Strategy Consultant

Mercury Business Services — January 2023 - April 2023 | Boston, Massachusetts

- Mapped B2B portal workflows, identifying **high-impact friction points** and solutions.
- Recommended A/B testing and content strategy improvements, boosting usability and satisfaction.
- Partnered with product, engineering, and marketing for rapid, measurable implementation.

Senior User Experience Designer

NETSCOUT | Arbor Networks — February 2014 - September 2022 | Westford, Massachusetts

- Designed and optimized **enterprise-scale experiences** for network monitoring and cybersecurity platforms.
 - Cut configuration workflow time by 60% through iterative rounds of research, design, testing, and refinement.
 - **Partnered with product, engineering, and service leadership** to re-architect mission-critical workflows, cutting incident response times for customers by up to 40% and reducing churn among high-value accounts.
 - Championed an integrated, cross-functional design-operations-based approach that replaced siloed execution with a **unified delivery model** — accelerating build efficiency and time-to-market for strategic releases by 20%.
 - Led proactive and continuous customer research that **uncovered untapped service opportunities**, resulting in feature innovations that positioned NETSCOUT as a preferred vendor in competitive enterprise deals.
 - Acted as a **trusted advisor to senior leadership**, translating complex technical and market signals into actionable product strategies that balanced customer needs with business objectives.
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Teaching & Learning Leadership

Adjunct Professor & Course Developer — MassArt, Northeastern University, Brandeis GPS, Endicott College, University of Massachusetts Lowell

- Designed and taught **UX, interaction design, and emerging media** courses (in-person, online, hybrid).
 - Collaborated with instructional designers to optimize delivery in Canvas, Moodle, and custom LMSs.
 - Applied **student journey mapping** and feedback loops to iteratively improve accessibility, engagement, and learning outcomes.
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Education

MFA, Communications Design — Dynamic Media Institute, Massachusetts College of Art and Design

BA, Art (Cum Laude) | Minor: Art History — University of Massachusetts Lowell

The Lou Susi Advantage

I combine **strategic foresight, creative innovation, and operational execution** with nearly three decades at the intersection of design, technology, and education. I don't just design — **I shape product vision, unite stakeholders, and deliver measurable results.**

If you need a leader who can inspire teams, bridge strategy and execution, and turn insight into impact, I'm that partner.