

LIA MCCABE

PRODUCT & EXPERIENCE STRATEGY LEADER

Customer Insight | Enterprise Systems | Human-Centered AI

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EXECUTIVE PROFILE

Product and experience strategy leader with 14+ years of experience translating customer insight, complex systems, and emerging technology into clear product, service, and organizational decisions. Trusted partner to executives, product leaders, engineers, and policy stakeholders in federal, healthcare, and regulated environments. Led research and strategy across 200+ healthcare products and 28+ clinical applications, contributed human-centered strategy to \$55.7M+ in successful federal awards, and built scalable practices that strengthened UX maturity and evidence-based decision-making.

CORE CAPABILITIES

Customer & Experience Strategy | Product & Service Strategy | Mixed-Methods Research | Research Leadership & Governance | Executive Stakeholder Alignment | Service Design & Journey Mapping | Systems Thinking | Human-Centered AI | Accessibility & Inclusive Design

PROFESSIONAL EXPERIENCE

ODDBALL | Lead UX Strategist & Principal Researcher | Jun 2023–Present | Remote

SEC | Enterprise Data Platform | Jun 2024–Present

- Partner with the SEC Chief Data Officer, executives, product leaders, engineers, and policy stakeholders to shape enterprise data-platform strategy, modernization priorities, investment decisions, and service improvements.
- Lead mixed-method research across data, compliance, policy, and operational workflows; synthesize evidence into executive narratives, roadmaps, and actionable product direction.
- Directed the SEC Data Catalog redesign and related service concepts, aligning customer needs, governance requirements, and technical constraints across a complex enterprise ecosystem.
- Collaborate with AI/ML teams on human-centered AI applications, keeping usability, human oversight, risk, and implementation realities visible in product decisions.

VA | Customer Experience Insights | Jun 2023–Jun 2024

- Led mixed-method research across complex Veteran service journeys, translating cross-program evidence into executive insights, systemic experience priorities, and coordinated product and service recommendations.
- Established synthesis practices that improved the visibility, consistency, and reuse of customer evidence across teams and decision forums.
- Contributed UX and human-centered strategy to successful federal contract pursuits totaling \$55.7M+.

FLEXION | Lead UX Researcher / Designer | Feb 2021–May 2023 | Remote

U.S. Tax Court | DAWSON | Feb 2022–May 2023

- Led research for complex legal workflows using interviews, usability testing, task analysis, and cognitive walkthroughs; translated findings into prioritized product and service improvements.
- Partnered with product, design, engineering, and federal stakeholders to improve workflow clarity, usability, and accessibility in a regulated digital environment.

Centers for Medicare & Medicaid Services | CX Insights | Feb 2021–Feb 2022

- Directed mixed-method research across healthcare platforms, identifying workflow barriers and connecting journey, accessibility, and compliance insights to product decisions.

PROFESSIONAL EXPERIENCE, CONTINUED

AMERICAN COLLEGE OF CARDIOLOGY | Interim Director of UX | Jan 2020–Feb 2021 | Washington, DC

- Directed UX strategy across 28+ interconnected clinical applications, aligning research priorities with product roadmaps, care workflows, and organizational goals.
- Conducted and guided 300+ stakeholder interviews, converting clinical, business, and technical perspectives into portfolio-level direction and delivery priorities.
- Established scalable research governance, standards, and operating practices that strengthened organizational UX maturity and improved the adoption of customer evidence.
- Led and influenced cross-functional teams through complex decisions involving clinical workflows, product adoption, information architecture, and service experience.

AMERICAN COLLEGE OF CARDIOLOGY | Senior UX Researcher | Mar 2016–Jan 2020 | Washington, DC

- Led research and experience strategy across a portfolio of 200+ healthcare products, surfacing systemic patterns and translating them into actionable product and service priorities.
- Applied interviews, contextual inquiry, usability testing, journey mapping, and synthesis to improve clinical workflows and the experiences of clinicians, care teams, and patients.
- Built trusted partnerships with product, clinical, technology, and executive stakeholders, helping teams move from isolated findings to coordinated portfolio decisions.

EDUCATION

EMBRY-RIDDLE AERONAUTICAL UNIVERSITY | M.S., Aeronautics

Concentration: Human Factors Psychology | 4.0 GPA, Honors

TOOLS & METHODS

Figma | Miro | Mural | UserTesting | Optimal Workshop | Microsoft 365 | Interviews | Usability Testing | Journey Mapping | Service Blueprinting | Synthesis | Workshop Facilitation