

# Lisa Eck

720-275-3800

Boulder, Co 80301

[www.lisaeck.com](http://www.lisaeck.com)

## MY STORY

My background is in creating valuable user experiences across multiple platforms that solve complex business challenges. I thrive on designing intricate, data driven applications and accomplished at assimilating and distilling large amounts of process and content information.

I immerse myself in all aspects of user experience design and practical techniques for accessibility. I gain a deep knowledge of both the product and the user from extensive research, surveys and user testing. By applying a unique combination of empathic listening, process acumen, design savvy, and technical know-how, I embody the essence of what they need and deliver on-target solutions that exceed their goals.

My greatest inspiration emerges in collaborative and flexible team environments that embody agile ideologies. I'm able to assess the level of the development team and capacity whether the designs emerge from an existing component library or taking the project to a level of custom interaction and effective data visualization.

Building a great user experience requires a delicate balance between business requirements, user needs and technical constraints. I use lean UX principles to diplomatically negotiate between product, design, and development teams and iteratively prioritize requirements throughout the product life cycle. I'm not afraid to push back when user needs are compromised. Teams who are committed to excellence respect and appreciate, this about me.

I have a 23 year record of success in digital media production, product design, usability research, front-end development, marketing communications, and brand strategy.

## WORK HISTORY

### **SENIOR UX DESIGNER, IHS MARKIT; BOULDER, CO**

APRIL 2016 - JAN 2019

Influencing by UX research the way users make important decisions within the financial market. Responsible for information architecture, user scenarios, wireframes, mental models, personas and interaction prototypes for a variety of user interfaces including web sites, mobile applications, and business tools.

### **SENIOR UX DESIGNER, LOCKTON AFFINITY; KANSAS CITY, KS**

NOV 2015 - APRIL 2016

Lead the UX research and testing for new products in the insurance industry. Design and development of interactive prototypes both low and high fidelity. Responsible for engineering re-

mote user testing, testing analysis, scenario scripts and A/B tests. Developed the documentation to support the finding with presentations for communicating to the stake holders.

### **LEAD UX DESIGNER, CIVICPLUS; MANHATTAN, KS**

APRIL 2014 - NOV 2015

Lead UX Designer for company Content Management System. Lead UX Designer of 38 complex module components that work inside the company CMS. Working in Agile / Scrum environment with Lean UX, responsible for defining the project/product scope as well as creating the conceptual frameworks and documentation designed to guide the development of user-centered design. Acquire business requirements into competitive analysis, mental models, task analysis, red route analysis, storyboards, wireframes, rapid prototyping, high fidelity mockups and high fidelity prototyping. Developed the branding standards incorporating the company voice identity, customer experience, unique offering, and style guide.

### **SENIOR UX DESIGNER, BOAR'S HEAD BRAND; SARASOTA, FL**

DEC 2008 - APRIL 2014

Gather business requirements, perform site assessments, and analyze user data through development of user profiles, scenarios, task models, and feature lists. Define and translate business needs into design concepts to achieve usability and process efficiency goals. Create wireframes, mockups and interactive prototypes. Senior UI/UX designer of both the Extranet and Intranet for over 5 state manufacturing and distribution plants. Senior UI/UX designer for distributor custom applications for both mobile and desktop.

### **SENIOR MULTIMEDIA WEB DESIGN, TBC CREATIVE INC; ST. PETERSBURG, FL**

MAY 1999 - DEC 2008

Elevated efficacy of new product promotions, instruction manuals, and corporate educational programs by implementing professional video, professional voice-overs, and motion graphics. Devised Flash and HTML website templates and custom Web design for clients in healthcare industry. Created 50+ unique Flash presentations for DVD format. Client List: Honeywell Space Systems, Home Shopping Network, Health Watch Systems and Laser Spine Institute.

### **INTERACTIVE MULTIMEDIA DESIGN, HONEYWELL SPACE SYSTEMS; CLEARWATER, FL**

OCT 1995 - MAY 1999

Design and development of interactive presentations for trade shows. Instructional presentations for new products. Vector graphics displaying intricate details of new and existing products.

## **CONTINUING EDUCATION IN UX DESIGN**

- The Science and Art of Effective Web and Application Design Certificate
- Human Factors Practical Usability Testing Certificate
- Human Factors Scrum Training Certificate
- Big Agile Harvard Mentor Management Certificate

# SKILLS

## DESIGN SOFTWARE

Sketch

Axure RP

InVision

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

## RESEARCH METHODS

Observation

Understanding

A/B Testing

Scenario Testing

Card Sorting

User Personas

Surveys

Interviews

Tree Testing

## COMMUNICATING DESIGN

Information Architecture

Concept Models

Competitive Reviews

Sitemaps

Flowcharts

Interactive Prototypes

Wireframes

Design Briefs

Usability Reports