



LISA MACKIN | UX Designer/Researcher

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lisamackin.com

A passionate and empathetic advocate for the user focused on discovering motivations through research to design viable solutions.

Former graphic designer/marketing communications professional with formal training in the methodologies and practices of UX Design. Excellent visual design and conceptual skills, as equally comfortable behind a whiteboard as a keyboard. Over 18 years experience client facing as established freelance creative. Proficient in all standard design software including Illustrator, Photoshop, Sketch, and InVision. Accomplished illustrator.

UX DESIGN METHODOLOGIES

User Research and Testing

Competitive Analysis

Participatory Design

Persona Development

Storyboards

User Journeys

Site Mapping

User Flows

Wire framing

Prototyping

Mobile, Tablet & Desktop Design

Visual Design

Hand Illustration

Basic Knowledge CSS & HTML

TOOLS

Adobe Creative Suite

InVision

Sketch

UserZoom

EXPERIENCE

April 2018 - present UX Research Manager

CHEWY Boston, MA

- Building team and defining process from ground floor
- Design, conduct and analyze usability studies
- Research user behaviors, expectations, and insights to inform design and strategy
- Deliver reports and presentations of results to stakeholders and make recommendations for feature improvements
- Collect and synthesize insights from customer service team
- Collaborate with data analytics team

2017-18 Sr. UX Designer

CHEWY Boston, MA

- Develop detailed navigation flows, wireframes, site maps, to effectively conceptualize and communicate interaction behaviors
- Contribute to both storefront on mobile web and desktop as well as internal tools
- Create working prototypes in InVision
- Collaborate daily with Product Managers, UI designers, developers & copywriters

2016-17 UX Designer

WAYFAIR Boston, MA

- Primary UX contributor for Wayfair Registry & Perigold
- Provided UX deliverables i.e. wireframes, user flows, prototypes
- Collaborated closely with product managers, engineers, UI designers, copywriters
- Performed research, usability studies, competitive analysis

2013-2015: Marketing Communications Manager

THE SOCIETY OF ARTS AND CRAFTS Boston, MA

Developed and implemented strategies to promote 117 year old non-profit visual arts organization through digital and conventional marketing & design

2000-2016 Freelance Creative

Client facing, provided UX and visual design, illustration, branding, illustration, and marketing communications, Client list includes:

- The Jetty
- Newport Creative Communications
- St. Elizabeth's Medical Center -
- South Shore Hospital • - agency work for multiple clients
- American Liver Foundation - print design work & html emails

PREVIOUS POSITIONS

Assistant Executive Director - Duxbury Art Association

Marketing Communications Manager - Barry Controls

Art Director - Alcoswitch/Augat

Marketing Communications Manager - Augat

EDUCATION

- General Assembly: User Experience Design Immersive
- The School of the Museum of Fine Arts: Web Design,
- New England School of Art & Design: Color Theory, 3 Dimensional Design
- Bunker Hill Community College: A/S, Graphic Design
- Mass College of Art: Graphic Design