



# LISA MACKIN | UX Designer/Researcher

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[lisamackin.com](http://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

- Initiated the UX Research process at Chewy
- Advocated for and introduced a usability testing platform
- 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: Boston College, American Liver Foundation, South Shore Hospital, St. Elizabeth's Medical Center

## 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