



# LISA MACKIN | User Experience Designer

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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 16 years experience client facing as established freelance creative. Proficient in all standard design software including Illustrator, Photoshop, Sketch, Axure 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

Responsive and Adaptive Design

Visual Design

Hand Illustration

Basic Knowledge CSS & HTML

## TOOLS

Adobe Creative Suite

InVision

Sketch

Axure

## EXPERIENCE

*Present:* UX Designer

### WAYFAIR Boston, MA

- Brainstorm at early concept phase - whiteboarding through wireframes
- Create users flows and clickable prototypes
- Conduct primary and secondary research and compile results : (contextual user interviews, A/B testing, surveys, etc.).
- Consider user feedback and product metrics to inform designs
- Collaborate with designers, copywriters, product managers and engineers.
- Investigate UX and e-commerce trends and best practices
- Experience in agile development methodology: Scrum Agile & Kanban

*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

- Provided all creative direction and services
- Co-managed CraftBoston - large biannual national show
- Created and managed website & digital media content
- Fostered and maintained relationships with media and fiscal sponsors

*2000-present:* Freelance Creative

Worked directly with clients providing services in marketing communications, illustration, visual and UX design. Partial Client list includes:

- The Jetty - redesign of restaurant's digital experience
- Boston College - print design of CASE award winning course catalog
- St. Elizabeth's Medical Center - art direction & design
- South Shore Hospital - art direction design & production
- Newport Creative Communications - agency work for multiple clients
- American Liver Foundation - print design work & html emails
- Cape Cod Bride Magazine - art direction design & production

## PREVIOUS POSITIONS

Assistant Executive Director  
Duxbury Art Association/ MA

Art Director  
Alcoswitch/Augat/ MA

Marketing Communications Specialist  
Barry Controls/ MA

Marketing Communications Manager  
Augat/ MA

## EDUCATION

### USER EXPERIENCE DESIGN IMMERSIVE, GENERAL ASSEMBLY Boston, MA

- Intensive 500 hour immersive program
- Methodologies learned include user research, competitive analysis, storyboards, persona development, user flows & journeys, wire frames, visual design and prototypes.
- Worked with EF (Education First, Cambridge) on conceptual website feature

- The School of the Museum of Fine Arts; Web Design, Children's Book Illustration
- New England School of Art & Design: Color Theory, 3 Dimensional Design
- Bunker Hill Community College: Associate in Science, Graphic Design
- Mass College of Art, Continuing Ed: Graphic Design