



# LISA MACKIN | User Experience Designer

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*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

Visual Design

Hand Illustration

Basic Knowledge CSS & HTML

## TOOLS

Adobe Creative Suite

InVision

Sketch

## EXPERIENCE

*April 2016-present 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
- Make recommendations based on industry trends, consumer research, business needs

*2015-2016 UX Designer*

### WAYFAIR Boston, MA

- Primary UX contributor for Wayfair Registry & Perigold
- Whiteboarding through wireframes created in Sketch
- Created users flows and clickable prototypes in Invision
- Considered user feedback and product metrics to inform designs
- Collaborated closely with product managers, engineers UI designers, copywriters,
- Conducted contextual user interviews, A/B testing, surveys, etc.

*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
- Content strategist
- Fostered and maintained relationships with media and fiscal sponsors
- Maintained website

*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

Art Director  
Alcoswitch/Augat

Marketing Communications Specialist  
Barry Controls

Marketing Communications Manager  
Augat

## EDUCATION

- General Assembly: User Experience Design Immersive
- 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: Graphic Design