



# 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, 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 2018 - present* UX Research Manager

- 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* 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
- Whiteboarding through wireframes created in Sketch
- Created users flows and clickable prototypes in InVision
- Collaborated closely with product managers, engineers UI designers, copywriters,
- Conducted moderated on-site usability studies

*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

Worked directly with clients providing services in marketing communications, illustration, visual and UX design. Partial Client list includes but is not limited to:

- The Jetty - Total brand design & 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

## 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: Associate in Science, Graphic Design
- Mass College of Art: Graphic Design