

LISA MUMFORD

Soon to be New England
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UI/UX designer & developer with a strong creative background. I've helped launch mobile apps and loyalty programs, been a part of large redesigns and top innovative strategies.

EXPERIENCE

Performance F.O.R.C.E. Concepts, Las Vegas, NV — UX Strategist and Design Specialist

FEBRUARY 2017 - PRESENT

As the first UX consultant for PFC, I am building a strategy to increase the usability of four separate company websites.

- * I've created a journey map to provide a visual plan of action for a more fluid customer experience
- * Set-up Google Analytics tracking to pull monthly quantitative data
- * I provide feedback on content creation and social marketing efforts
- * Created sitemaps to show the business where their websites need improvements
- * Work with Wordpress to make improvements and changes to websites

My goal at PFC is to increase profitability, as well as improve the ease and clarity of interactions between the clients and the businesses.

Zappos.com, Las Vegas, NV — UX Designer

APRIL 2013 - JUNE 2016

Team collaboration and transparency: One of my biggest goals was to increase collaboration and communication between the design, development and business leadership teams. I was the UX lead culture captain and worked hard to build a positive team and family spirit. I held a role in the mentorship circle as the Zappos tech to Downtown Las Vegas liaison, where I helped to bridge gaps between our company and the downtown Las Vegas tech startup scene. One of my other circle roles was that of Chancellor of Experience Design, where I helped to design an idea aggregation tool to better overall transparency of current company wide innovative projects looking for support.

Planning: I spent a lot of time wearing the hat of project manager in the holacratic circles that I was apart of. I helped manage team workflows, timelines, assisted with planning small and large product improvements as well as releases.

Product Strategy & User Research: I was consistently also wearing the hat of product manager by starting innovative projects and creating small teams to tackle tensions that arose through qualitative and quantitative findings. I worked to organize, create and document a case for each of these tensions, which were then brought to the attention of a higher business centric circle and implemented. I aimed to keep each team that I managed focused on the end user's needs, problems and context by facilitating interviews, usability testing, writing surveys and creating personas.

UX Design: As a UX specialist I partnered with various employees and product owners around the company in order to create a robust strategy for projects. My process included research, information architecture,

STRENGTHS

User Experience | Email Marketing | Photoshop Prototyping | User Research E-commerce | HTML | CSS Mobile | Web Design Interaction Design

Communication | Positive Attitude | Hardworking Leadership

HONORS & AWARDS

Speaker at UX Poland Innovation
April 2015

Communicator Award
Award of Distinction
www.peddie.org
January 2008

The College of Saint Rose
Rooney-Gibbons Scholarship
Freshman Merit Scholarship
2002-2006

PHILOSOPHY

"The secret to finding our passion is to bring passion to everything that we do."

- Marie Forleo

sketching, wire framing, prototyping, copywriting, testing and iterating until the best product was delivered.

Zappos.com, Las Vegas, NV — Senior VIP Graphic/Web Designer

AUGUST 2011 - APRIL 2013

- * VIP team Lead Design Manager
- * Met with CEO and CTO monthly to discuss innovation initiatives to boost customer loyalty.
- * Used as a creative outlet to push new innovative ideas and concepts to re-engage loyal customers.
- * Designed, managed and maintained constantly changing, creative and quality content.
- * Lead designer for initial and successful loyalty program, which included a points system, points store and in-house fulfillment.
- * Conducted User Research and A/B Tests to define and validate the needs of loyal customers based off of data and analysis.

Zappos.com, Las Vegas, NV — Web Designer

APRIL 2011 - AUGUST 2011

Designed, built and managed the daily changing marketing campaign content for Email as well as web promotions.

Boyd Gaming, Las Vegas, NV — Web Designer/Digital Marketing Specialist

MARCH 2010 - APRIL 2011

Used as a creative outlet for all graphic needs including social media, websites, Email campaigns, banner ads and to execute day-to-day design needs for all of the 15+ properties owned by Boyd Corporation.

- * Designed, edited, built and published Email campaigns for each of the 15+ properties
- * Worked in a fast paced environment
- * Managed all social media tools for each of the properties
- * Collaborated with a team to research, discover and implement new technology
- * Involved in the creation of the highly rated B Connected Mobile App
- * Audited all websites and social media tools to maintain high quality products with consistently fresh material

Riviera Broadcast Group, Las Vegas, NV — Digital Assistant & Photographer

JUNE 2009 - JUNE 2010

Worked directly under the Director of Interactive to design, build and maintain all web content for two local radio stations, KVG5 107.9 FM and KOAS 105.7 FM. I was also in-charge of developing and reaching goals set for social media communications as well as taking on the role of photographer for station events.

Mobile Messenger, Los Angeles, CA — *Web Designer*

FEBRUARY 2008 - MAY 2009

Designed and built fresh, creative and engaging mobile entertainment websites using strong Photoshop, HTML and CSS skills combined with growing knowledge of Flash, Javascript and PHP.

WhippleHill Communications, Bedford, NH — *Designer*

AUGUST 2006 - JANUARY 2008

Began as the go-to designer for all maintenance issues for over 250 current clients. Soon after worked directly with clients to conceptualize and create customized website designs built for the unique needs of multiple top private schools around world.

EDUCATION

The College of Saint Rose, Albany, NY — *BFA Graphic Design*

AUGUST 2002 - MAY 2006

Rooney-Gibbons Scholarship Recipient

The Rooney-Gibbons Freshman Merit Scholarship is available to entering freshmen at the College of Saint Rose. Selection is based on your SAT/ACT scores, class rank, GPA and superior achievement.

Nielson Norman Group, Las Vegas, NV — *UX Interaction Design Certificate*

DECEMBER 2015

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