

# Lisa Vance

lisavanceportfolio.com

New York, NY, 10002

## SUMMARY

I am a UX Designer who is passionate about building delightful and intuitive digital products. My user-focused approach was honed by years of working with clients and stakeholders to find the best solution for their needs.

## EDUCATION

**Barnard College,**  
Columbia University  
B.A. in History, 2013

### **Bloc.io**

UX/UI Design Apprenticeship, 2017

## RELEVANT SKILLS

User Research	Interviews
Market Research	Personas
Content Writing	User Stories
User Flows	Prototyping
Usability Testing	Mockups
Wireframing	Typography
Color Theory	HTML
CSS	

## TOOLS

Adobe Photoshop	InVision
Adobe Illustrator	Sketch
Usertesting.com	Balsamiq
UsabilityHub	Flinto
Optimal Workshop	Webflow

## DESIGN PROJECTS

### **AbigailKempson.com**

**2018**

Website for a musician and musical arrangements editor

- Advised on the site architecture, created wireframes and high fidelity mockups for approval
- Built a responsive website in Webflow and utilized strategic interactions to help guide users through content

### **First Impressions**

**2017**

An e-commerce site selling rare books

- Conducted market research on the rare book industry, completed a competitor SWOT analysis and benchmark study and interviewed collectors
- Designed the site architecture for an MVP, prototyped wireframes, finalized hi-fi mockups and conducted usability tests with InVision

## RELEVANT EXPERIENCE

### **Freelance UX & Web Designer, New York, NY**

**2018**

*Self-employed*

*Jan 2018 - Present*

- Specialize in designing and creating websites for individuals and small businesses, with a focus on creating scalable designs and utilizing platforms that can be easily managed by clients internally
- Recently designed and built the professional website of a musician using Sketch and WebFlow

## ADDITIONAL EXPERIENCE

### **SeamlessDocs, New York, NY**

**2017 - 2018**

*People Operations Consultant*

*Nov 2017 - Present*

- Developing recruiting processes, implementing a new application tracking system and managing vendor relationships
- Recruiting Software Engineers and Product Managers

### **Business Talent Group, New York, NY**

**2013 - 2017**

*Senior Program Manager*

*Jan - June 2017*

- Built and standardized the Request for Proposal (RFP) processes: created proposal content and reusable templates to be utilized across the company
- Managed individual project proposal processes

*Program Manager, Client Service*

*Jan - Dec 2016*

*Senior Associate, Client Service*

*Jan - Dec 2015*

*Associate*

*Sept 2013 - Dec 2014*