



**Lisa Shea Smith**  
**User Experience**  
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[LisaSheaDesign.com](http://LisaSheaDesign.com)

My process is simple. I keep it “simple”. My goal is to make sure it works before adding the bells and whistles. I explore the data and build upon the wheel, not reinvent it. I ask humans a lot of questions. I’m empathetic. I kill assumptions. I produce well planned solutions; with user insight, that may come from, the right or left side of the brain.

I explore-it, post-it, sketch-it, test-it and iterate-it.

Every experience can be better!



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### **What I'm Good At:**

- Big picture thinking.
- User insight and data research.
- Empathy.
- Ask a lot of questions.
- Assumptions killer.

## **PROFESSIONAL EXPERIENCE**

### **Latitude 36 at State of Tennessee - User Experience (contract) - August 2017 - Present**

Oversee the user experience across all web and app platforms. Use the UX process to conduct data research and use user insight to better the experience.

### **Lisa Shea Design - User Experience - October 2014 - Present**

Keeping my UX design skills up-to-date with relevant projects. Produce prototypes and create digital deliverables using current usability methodologies includes user research, personas, interviewing and competitor analysis.

### **SapientRazorfish - UI Front End Developer / Presentation Layer Engineer - May 2014 - Sept. 2016**

Rapid prototype development using Webflow for user testing and UI development for Honda Automobiles redesign website. Design ideas were delivered through wireframes, mockups, and prototypes. Adhered to current user experience design standards through research, collaboration and implementation.

### **RPA Advertising - UI Front End Developer - April 2014 - October 2014**

Teamed up with Creative Director to create an interactive bike scheduling web app called "Give Back Bike". Collaborated with UX to apply new design requirements into effective and engaging solution. Produced prototypes for the Honda Summer Clearance 2014.

### **SurfMyAds Inc. - UI Front End Developer - May 2013 - April 2014**

UI development of interactive, responsive cross browser code for various data driven web sites, that seamlessly integrated into asap.NET in a team environment.

### **Actv8 Inc. - Interactive Graphic Developer - April 2012 - March 2013**

UI development for interactive quiz mobile apps, that seamless integrated into Eclipse and xCode for Android and IOS devices in a team environment.

### **Legendary Entertainment (formerly Legendary Pictures) - Web Designer - Sept. 2009 - June 2011**

Produced an initial design concept for a website redesign, created design proposal, annotated wireframes (Illustrator), and mockups (photoshop). Project Managed the development of the prototype and CMS/back-end functionality analysis. Created web banners and graphics for mobile game "Ninja Assassin".

### **mobileStorm - Web Designer - Nov. 2007 - June 2009**

Demonstrated expert skills as a web designer and developer for landing pages for various clients.

## **EDUCATION**

**General Assembly** - (UX) User Experience Design Circuit Certificate – 2017

**O'Reilly School of Technology** - JavaScript Programming Certificate – 2015

**UCLA Extension** - Web Design 2011

**Austin Peay State University** - BFA - Graphic Design