

Lisa Shea Smith
Digital Designer

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Who?

It takes a lot of work to be a business owner. There are so many hats to wear. The market landscape has changed. Gone are the days of door-to-door and meeting your customers face-to-face. Now you have to Tweet it, Facebook it, and TikTok your way to them. I am here to help you do the techie stuff so you can run your business and service your customers. I bridge the gap between your brand and the digital market.

Lisa is a Digital Designer who creates, manages, and produces digital design solutions for various uses: social media branding, online media, web & app prototypes, product graphics, and ad brand campaigns.

Lisa has a background in graphic, web, app, and user experience design. In addition, she's been a Front-end Engineer and UX/Product Designer. What this means is you get a Swiss army knife of design. She has all the tools to make your digital media a strong contender that will look professional among all the rest.

Every experience can be better!

LISA SHEA SMITH

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Memphis, TN

DIGITAL DESIGNER

Lisa is a Digital Designer who creates, manages, and produces digital design solutions for various uses: social media branding, online media, web & app prototypes, product graphics, and ad brand campaigns.

What I'm Good At:

- Web, app, print and email design
- Database and content management systems (CMS)
- Web and app template platforms
- Knowledge of HTML, CSS, and Front-end Engineering
- Knowledge of UX/User Experience Design Principles

SKILLS/TOOLS

Skills: Websites | Apps | Landing pages | UI/UX Design | Wireframes and Prototypes

Tools: Adobe Creative | Webflow | Miro | Trello | Figma

EXPERIENCE

Lisa Shea Design - Digital Designer - January 2013 - Present

Digital: Website, Landing pages, other Micro-sites, Ad campaign artwork, Social media art content, Music cover art, and other digital media. Concept creation: Website and App wireframes and prototypes. Print: Business cards, flyers, and banners.

Ncontracts - Product Designer - August 2019 - January 2022

Risk Management Services and Software for the Financial Industry.

Lean UX/Agile environment. Applied the process of user journey mapping, and personas to clarify assumptions. Worked in a team environment with designers, product managers, and developers to build new features for users.

State of Tennessee - User Experience Designer - August 2017 - August 2019

Make sure the citizens of Tennessee have a better experience across all web and mobile applications. Conducted user interviews and built easy-to-use products/services with effective wire-framing and prototyping.

SapientRazorfish - UX/UI Developer - May 2015 - Sept. 2016

Agile environment. Rapid prototyping, user testing, and UI development for Honda Automobiles' redesign website. Design deliverables: wireframes, mockups, and prototypes. Adhered to current user experience design standards through research, collaboration, and implementation.

EDUCATION

NN/g UX Certified - Nielsen Norman Group (UX) Certificate – 2023

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

Austin Peay State University - BFA - Graphic Design