

# LISA ZAMPOGNA

USER EXPERIENCE DESIGNER

952-484-6583 

[www.LisaZampogna.com](http://www.LisaZampogna.com) 

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## MY PROFILE

I have always had an aptitude for technology, problem solving, organization, as well as creative and critical thinking skills. Through my experience as an entrepreneurial spirit: I am self driven, flexible and hard working. In a world that is constantly becoming more reliant on technology, I believe human-centered design and user experiences are pivotal to the success of creating effective, impactful and delightful experiences for users.

## METHODS

User Research  
Journey Maps  
User Flows  
Wireframing  
Prototyping  
Style Guide & Pattern Library Creation  
Design Systems  
Usability Testing  
Human-centered Design

## SKILLS

Figma  
Sketch  
Adobe Creative Suite  
Photoshop  
Lightroom  
InDesign  
Illustrator  
Premiere Pro  
Capture One  
WordPress  
Fundy  
Photo Mechanic  
Invision

## EXPERIENCE

**UX Design/Strategist/Research Student** 12/2021 - 4/2022  
Prime Digital Academy

### BikeTag

Evaluated the usability of BikeTag's existing design for its web app, conduct user research and create a prototype to improve the usability and experience for users.

**Tools:** Figma, Figjam, Zoom, Keynote, Photoshop

**Skills/Services:** Usability evaluation, Cognitive walkthrough, Contextual inquiry, Task analysis, User stories, Prototyping

**Read more:** [lisazampogna.com/ux/case-study-biketag/](https://lisazampogna.com/ux/case-study-biketag/)

### Culture Booster

Determined which potential features should be built out on an existing employee engagement software platform. Designed prototypes.

**Tools:** Figma, Figjam, Zoom, Keynote, Photoshop

**Skills/Services:** Competitive audit, Stakeholder interviews, Journey maps, Feature concepts, development scoping, kano analysis and annotated wireframes

**Read more:** [lisazampogna.com/ux/case-study-culture-booster/](https://lisazampogna.com/ux/case-study-culture-booster/)

### Exhibits Development Group

Evaluated EDG's existing website, identified areas of opportunity and made suggestions address user friction through by addressing hierarchical concerns and improving design features to aid users in accomplishing their goals.

**Tools:** Figma, Figjam, Zoom, Pages, Numbers, Keynote, Photoshop

**Skills/Services:** User observations, Heuristic analysis, Design concepts, Evaluation plan and research, Product presentation

**Read more:** [lisazampogna.com/ux/case-study-exhibits-development-group-usability-study/](https://lisazampogna.com/ux/case-study-exhibits-development-group-usability-study/)

### Living Room Tutors

Developed multi-touch point strategy for not-for-profit online remote tutoring service. Identified strategies to address LRT's concern

**Tools:** Figma, Figjam, Google Slides, Excalidraw

**Skills/Services:** Know / Don't know / Assume Activity, Stakeholder Interview, Deep Dive Research, Stakeholder Interviews, Low fidelity feature concepts, Personas, Journey Mapping

**Read more:** [lisazampogna.com/ux/case-study-living-room-tutors/](https://lisazampogna.com/ux/case-study-living-room-tutors/)

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## EDUCATION

### User Experience Design

Certificate, Dec. 2021 - April 2022

#### Prime Digital Academy

Minneapolis, Minnesota

### Graphic Design, 2005-2006

#### Dakota County Technical College Rosemount, Minnesota

Courses included: Visual Communications, Visual Design Fundamentals and Print Processes.

### BA, Liberal Arts, 2001

#### St. John's College, New Mexico

All-required interdisciplinary curriculum that includes four years of philosophy, mathematics, and language, three years of laboratory science, and two years of music.

## EXPERIENCE CONTINUED

### Studio owner and Photographer

2007 - 2021

Poppy Seed Photography

#### Communication / Content Strategy

- Communicated with clients to understand their goals for successful outcomes
- Setup and maintenance of CRM, email lists, marketing collateral design
- Social Media management

#### Visual Design

- Management of digital archive
- Photographed individuals, small groups, events, properties and products
- Website design, content development and maintenance

#### Management

- Developed processes and workflows for all areas of the business
- Management of contractors
- Photographed individuals, small groups, events, properties and products
- Creation and implementation of post production procedures

### Writer/Publishing Specialist

2006 - 2010

Thomson Reuters

Responsible for publishing two monthly jury verdicts publications

- Identified cases that informed law practitioners in their civil litigation practices of current cases and outcomes. Wrote summaries and organized publication's content
- Acquired case leads through online research
- Assisted with creation and organization of team training materials
- Enhanced the editorial process by identifying and creating time saving workflow methods

### Principal Editor

2001 - 2006

Thomson Reuters

Lead Editor for multiple print products.

- Responsible for training and mentoring new editors
- Coordinated all aspects of practice series pamphlets, laws, annotated statutes and Westlaw data publications
- Edited materials
- Managed schedules and products