


LISA ZAMPOGNA

USER EXPERIENCE DESIGNER

952-484-6583 

www.LisaZampogna.com 

LisaZampogna@gmail.com 

[/lisazampogna](https://www.linkedin.com/in/lisazampogna) 

MY PROFILE

I have an aptitude for technology, creative problem solving, organization, and critical thinking. I am self driven, flexible and hard working. I am curious, comfortable with ambiguity, and enjoy making connections with other people. In a world that is constantly becoming more reliant on technology, I believe human-centered design and user experiences are vital to the betterment of society at large and to the success of any business employing it.

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

Foto Studio Manager

Conducted research and designed a new web application to help run successful photography businesses by applying best business practices and design concepts that meet photographers' learning styles and preferences.

Tools: Figma, Figjam, Zoom, Photoshop, Premiere Pro

Skills/Services: Directed Storytelling, Contextual Inquiry, Survey, Site Map, Comparative Analysis, High Fidelity Prototype

Read more: www.lisazampogna.com/ux/case-study-foto-studio-manager/

Prentus

Evaluated the current design of Prentus' employer user experience. Conducted research to determine user pain points, identified opportunities and devised a plan to help Prentus provide meaningful features for its users to accomplish its goal of greater employer engagement. Improving this process is important because employer engagement affects the success of job-seeking users downstream.

Tools: Figma, Figjam, Zoom

Skills/Services: Directed Storytelling, Competitive benchmarking, Contextual Inquiry, User Testing, Survey, Site Map, Comparative Analysis, High Fidelity Prototype

BikeTag

Evaluated usability of BikeTag's existing design, conducted user research, and created a high-fidelity prototype to improve the usability and experience for users

Read more: lisazampogna.com/ux/case-study-biketag/

Culture Booster

Determined which potential features should be built out on an existing employee engagement software platform by conducting a competitive audit, journey map, development scope, and kano analysis. Designed prototypes to present to stakeholders and conduct usability testing.

Read more: lisazampogna.com/ux/case-study-culture-booster/

LISA ZAMPOGNA

USER EXPERIENCE DESIGNER

952-484-6583 

www.LisaZampogna.com 

LisaZampogna@gmail.com 

[/lisazampogna](https://www.linkedin.com/in/lisazampogna) 

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

Other Clients:

Exhibits Development Group (Usability evaluation)

Read more: lisazampogna.com/ux/case-study-exhibits-development-group-usability-study/

Living Room Tutors (Multi-touchpoint design strategy)

Read more: lisazampogna.com/ux/case-study-living-room-tutors/

Studio owner and Photographer

Poppy Seed Photography

2007 - 2021

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 work flows 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

Thomson Reuters

2006 - 2010

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 the creation and organization of team training materials
- Enhanced the editorial process by identifying and creating time-saving workflow methods

Principal Editor

Thomson Reuters

2001 - 2006

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