

Lisa Kane

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Portfolio: lisakane.carbonmade.com

EXPERIENCE

Kojo, fully remote — Senior Product Designer

OCT 2021 - CURRENT

Full-scope UX responsibilities from strategy, customer research, interaction and visual design to writing Jira tickets and analyzing beta releases. Kojo is a 100-employee Series C startup. I worked closely with my PM to define problems and then own solutions for mobile, iPad and web. I have traveled for 3 on-site customer visits, run Crazy-8 sessions with my engineering team, autonomously planned and executed customer interviews on construction sites and offices and then synthesized results I have helped define the culture of a new design team, learned Axure for prototyping, and recommended bimonthly 'Process' meetings so that designers could learn from each other.

Leadership Highlight: Led our design team through a rebrand, applying new colors and styles across our product suite.

Progressive Leasing, Draper, UT — Senior Product Designer

MAR 2020 - OCT 2021

Strategy, research and interaction design in a consumer-facing retail space. I see designs through from start to finish of our check out and signing pages; a complete discovery process. I conduct user tests, write test plans and reports, competitive analysis, create journey maps and wireframes and high-fidelity designs. I work closely with our data analyst to coordinate measurements of our success and fast-follows. As our UX Compliance Lead, I coordinate with our legal and compliance teams to increase customer comprehension by reviewing and improving our language and wording throughout the product.

Solutionreach, Lehi, UT — Senior UX Designer

MAR 2019 - DEC 2019

Senior visual designer on several areas of our Patient Communications platform; reporting, calendar, patient profile, and patient-facing scheduling. I closely work with engineering teams and product managers in Jira to complete work in a timely manner. I contribute to our design library; I'm mostly self-organized and make my own deadlines. Have conducted user interviews, tests, and written surveys.

AdvancedMD, So Jordan, UT — UX Designer II

JUNE 2015 - MAR 2019

Research & interaction design for multiple development teams for a PM/EHR system. Responsive design for desktop & mobile. Specializing in practice management and patient engagement, my projects range widely, including appointment reminders, scheduling, dashboards, lab orders, payer enrollments & more. I conduct discovery interviews & formal user tests. I am the lead visual designer for our UX team of five; responsible for our component library, color schemes, & icon drawing/organization.

Leadership Highlight: Leader/Organizer of weekly 'UX Material Component Library Committee'

Art Highlight: Created over 100 custom-drawn icons, from concept to completion, as needed

Business Highlight: Recommending/validating the need for Spanish language into our patient product suite

Daily Herald, Provo, UT — *Lead Marketing Creative*

MAR 2013 - MAY 2015

Print & online graphics for daily newspaper; ran brand management and in-house ad campaigns. Mix of quick turn-around & long-term projects. Some copywriting & editorial. Created several icon sets.

Award Highlights: Lee Enterprises President's Award 2014. Layout of Daily Herald Special Section.

Utah Press Assoc. Design Award 2013 and 2014. Back-to-back winner for in-house self-promotion.

Bohemian Industries, Provo, UT — *Storyboard Artist*

Various Dates, 2012 - 2015

Storyboards for feature films and music videos. 'An Evening with my Comatose Mother' (dir. Jonathan Martin) has won over 120 festival awards and is the most-winning horror short film of all time.

Award Highlight: 2012 Filmed in Utah Awards for Best Art Direction & Storyboarding for 'An Evening...'

Chums, Salt Lake City, UT — *Graphic Designer*

AUG 2010 - MAY 2012

Print, web & packaging design for two national outdoor brands. Designed annual catalog, created all website graphics, and redesigned packaging for dozens of items across the full product suite. Built a strategic online marketing campaign using Google Analytics, Facebook contests & email newsletters.

Business Highlight: Initiated a Google Adwords program. Increased our web sales revenue by 25% in one year.

EDUCATION

Brigham Young University, Provo, UT — *BA in Visual Arts, Minor in Communications*

2002 - 2007