LISA MARIE CLARKE

UI/UX Designer

I'm an upbeat, innovative UI/UX Designer with 4 years of working experience seeking a mid-level position with a company who is as passionate about user-centered design as I am, to further expand and apply my growing arsenal of design thinking skills. Adding me to your team will help streamline design to developer handoffs, increase internal and external collaboration, decrease design debt, and generate cost-saving solutions.

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EDUCATION

BA, UI/UX Design   2022

Bowling Green State University
Bowling Green, OH

EXPERIENCE

Intellectual Technology Inc.   UI/UX Designer   May 2022 – Feb 2024

DESIGN
- Maintained a white-label SaaS product across 3 Canadian provinces and 9 US states, processing 3 million drivers license tests annually
- Created digital experience for ASL test takers complying with WCAG guidelines
- Architected Figma files to streamline QA and developer handoffs, decreasing test time by 90%
- Incorporated latest UI design trends into ITI products via layouts, buttons, typography, navigation, and colors

PROJECT MANAGEMENT
- Assured 30 member team (Developers, BAs, stakeholders, and QAs) followed agile scrum and design thinking methodology
- Increased UX reviews, reducing test time and minimizing bugs twenty-fold
- Managed full life cycle of non-English speaking drivers DBMS for ITI's KnowTo Drive exam product; and of ITI's API design for processing payments with commercial bank

RESEARCH
- Cut corporate spending by 75% per project by switching to AI generated voiceovers - evaluated available tools, defined steps to API integration, organized findings into persuasive presentation
- Conducted interviews and user stories for cross-platform DBMS of driver test questions, translations, and media
- Constructed user surveys by analyzing data from PowerBI to identify source of credential failure and investigate outliers

METHODOLOGY / STANDARDS
- Saved ITI $75k in fines by identifying Section 508/WCAG violations
- Persuaded ITI to include UX in all product planning phases, thus saving ~$20k by identifying more thorough, comprehensive requirements
- Followed atomic design and usability heuristics to create and maintain branded UI libraries for ITI projects
- Trained colleagues in UI/UX principles, taught them how to use Figma for versioning and business requirements documentation

Sanctuary Software Studio   Media Design Intern   May 2019 – Aug 2019

- Designed and prototyped car wash kiosk payment app
- Developed flowcharts, wire-frames, mockups, icons, and motion graphics
- Brainstormed solutions for medical and startup clients

Freelance   UI/UX & Graphic Designer   Jun 2018 – Mar 2022

- Conducted competitive analysis for new brand identity
- Shot and edited photos for web-readiness
- Built Wordpress websites utilizing Gutenberg
- Designed and produced client proposal for community library rebuild

SKILLS

Design
Figma
Prototypes
Branding
Wire-frames
Information Architecture
Web, Tablet, Mobile
Interface sketches
Adobe XD
Adobe Illustrator
Adobe Suite
Zeplin
Canva

Research
Interviews
User Stories
Personas
Journey Maps
Empathy Diagrams
Use Cases
Usability Testing

Teamwork
Collaboration
Brainstorming
Problem solving
Active listening
Mentoring

Front End
HTML & CSS
Wordpress
Bootstrap
Javascript
Github
Vue
PHP
C++
Python
Matlab