

Lisa D. Dance | Customer & User Experience Designer

I enjoy solving complex problems and improving customer experiences online and offline through user-centered research and design. Areas of Interest include: HR/Recruitment, Healthcare, Insurance, and Financial Services

EXPERIENCE

Customer Experience Consultant, ServiceEase, 2011 – Present

- Design and conduct user research and testing for small business and non-profit clients focusing on usability, functionality, and competitive analysis.
- Completed rapid redesign of key pages to Life Documents Day website to support advertising campaign.
- Completed user research and customer journey mapping workshop to improve church's first-time visitor experience.

UX Project Manager, Tabas Consulting, 2016

Manage product design and user research projects.

- Developed project plan, user research brief, and moderation guide for usability test of a new mobile app.
- Observed usability testing sessions for key insights to inform additional design and testing decisions.

Adjunct Professor, Virginia Commonwealth University, 2016

Taught "Brand Experiences" at Robertson School of Media & Culture

- Taught junior & senior students interview, observation, & market mapping techniques to identify brand experience opportunities.

Coordinator/Chair, C3: The Creative Change Center, 2007 – Present

Manage marketing & operations for non-profit focused on creativity & innovation.

- Planned and executed over 90 professional development programs. Increased community engagement through strategic partnerships and board/volunteer recruitment.
- Iterated event marketing strategy based on demand, customer feedback, and financial impact criteria resulting in a 5% increase in email engagement and 10% increase in event revenue.
- Increased online application submission rates by 50% by identifying and resolving user experience issues.

Other Experience:

Analyst, Interbake Foods LLC, 2008 - 2010

Special Team Leader, CCO Mortgage Company, 2001 – 2006

COMMUNITY

Founding Member, UXPA RVA Chapter, 2015 – present

CONTACT

serviceeasematters@gmail.com

<http://Linkedin.com/ldance/en>

Portfolio: serviceease.net

804-277-9120

SKILLS

User Research

User Testing

Customer Journey Mapping

Contextual Inquiry

Personas

Task Analysis

Process Improvement

Wireframes

Prototyping

TECHNOLOGY

Axure

Balsamiq

InVision App

JustinMind

Photoshop

UserTesting.com

Beginner HTML/CSS

MS Office- Google Apps

AWARDS

2014 RVA Startup Weekend-

Doctor's Orders Mobile App- Best

in Show & Best MVP

EDUCATION

Interaction Design Specialization

(USC- San Diego) – Winter 2017

Post-Baccalaureate Certificate-

Marketing, VCU

B.A. - Political Science, VCU