

CONTACT

- ✉ lisa.m.schaefbauer@gmail.com
- 📧 lisaschaefbauer.com
- 📞 206-696-2933
- 🌐 linkedin.com/in/lisaschaefbauer

EDUCATION

University of Washington:

- **Master of Science**, Human Centered Design & Engineering (HCDE)
- **Bachelor of Arts**, Visual Art
- **Certificate**, Data Visualization
- **Certificate**, Web Design

CAREER HIGHLIGHTS

- 10 years of Product/UX Design experience
- Individual contributor and leadership experience
- Long history of design impact
- Enterprise and consumer product design experience
- Accessibility experience
- Design and User Research experience in a variety of tech teams over more than 15 years

LEADERSHIP EXPERIENCE

- 5 years of people management experience: *Chan Zuckerberg, Confirma*
- 5 years of Design Lead experience: *Chan Zuckerberg, Oracle, Allen Institute*
- 12 years of entrepreneurial experience: *Goldfinch Press*

UX | Product | Design

PROFESSIONAL SUMMARY

I am a Designer with a rich background in UX Research and Product. I have 10 years of experience in design and product and more than 15 years of experience working in technology. I earned a master's degree in Human Centered Design & Engineering, which shapes my approach to product design. I enrich this background with a certificate in data visualization. I use research insights to inform my design choices and influence stakeholders to build products to best serve our users.

EXPERIENCE

Chan Zuckerberg Initiative | Remote

Staff Product Designer April 2022 - June 2023

Lead designer for the Science Imaging program. Worked with cross-functional global team to build and maintain open-source visualization app to advance and accelerate scientific discovery.

- Product design in Figma
- User flows
- Prototypes
- Design roadmap and strategy
- Product management
- Manage direct report

Oracle | Remote

Principal Product Designer November 2020 - March 2022

Design Lead for Oracle Cloud Infrastructure on DevOps Experience team. Owned projects for facilitating engineering activities for SaaS cloud computing. Performed UX design and UX research on complex, data-dense products. Also served in advisory role on design matters for other teams.

- UX design
- Wireframes in Figma
- Interaction design in Figma
- User flows
- Influencing stakeholders
- Information architecture
- UX research
- High-fidelity mockups
- Competitive analysis
- Interactive prototypes

Allen Institute | Seattle, WA

Lead UX Designer July 2018 - October 2020

Lead UX Designer for Allen Institute for Cell Science. Owned all UX efforts for our public-facing tools and products to share our data and discoveries freely with the world. Made clean, intuitive experiences for our complex tools, working both independently and collaboratively within an Agile environment. Some of these tools include: 3D molecular simulator for research and educational audiences, VR game, 3D viewer, website. Developed UX processes and product design strategy from the ground up.

- 0 to 1 UX and product design
- Wireframes
- Design roadmap and strategy
- Interactive prototypes
- Visual design
- User flows
- Information architecture
- Influencing stakeholders
- Multi-method UX research
- User studies
- Surveys
- Tree testing
- Competitive analysis
- Card-sorting
- Design mentorship
- Outreach and speaking

SKILLS

- Interaction design
- Wireframes
- User flows
- Visual design
- Data visualization
- Design strategy
- Collaboration with stakeholders
- Usability studies
- Personas
- Accessible design
- Information architecture
- User interviews
- Card sorting
- Surveys

TOOLS

- Figma
- Sketch
- Principle prototyping
- Optimal Workshop
- Zeplin
- Mural
- InVision
- SurveyMonkey
- Axure RP prototyping
- Illustrator
- Photoshop
- InDesign

MEMBERSHIPS

- UXPA
- American Mensa

ADDITIONAL EDUCATION

- Girl Develop It:
HTML, CSS, Python
- School of Visual Concepts:
Visual Design

EXPERIENCE (continued)

Alaska Airlines | Seattle, WA

Interaction Designer (contract) November 2017 - June 2018

Designed user experiences for mobile apps for the airline crew, now used on every Alaska flight. Owned the complete design process from concept to beta launch. Worked closely with stakeholders to ship on target. Designed point-of-sale solution for flight attendants, improving 30% service efficiency, improving stock accuracy, and improving employee and guest experiences.

- Mobile app design
- Wireframing in Sketch
- Prototyping in Principle
- User flows
- User research
- Mock flight field testing

HBO | Seattle, WA

UX Designer (contract) September 2016 - August 2017

Designed user experiences for HBO apps that stream via connected television, mobile, and desktop platforms that impacted millions of users.

- Interaction design
- Multiplatform design for mobile, desktop, and TV: streaming devices, gaming consoles, smart televisions
- User flows
- Wireframing in Sketch
- Maintain visual specs
- Research data analysis

Brown Paper Tickets | Seattle, WA

UI/UX Designer April 2015 - August 2016

Designed clear, engaging experiences for web and mobile users of e-commerce site.

- Wireframing
- User flows
- Interaction Design
- Usability testing
- Responsive design
- Personas

Goldfinch Press | Seattle, WA

Designer & Owner January 2010 - December 2022

- Built small business from 0 to 1
- Visual design: print and digital
- Design and production of custom letterpress goods
- Client interviews and consultation
- Web design & implementation (HTML, CSS, Flash)

Rhapsody Performing Arts | Seattle, WA

Board Member, Garment Designer (volunteer) May 2005 - January 2010

- Nonprofit board activities
- Customer research
- Designed merchandise that generated 10% of budget

Confirma, Inc. (now IBM) | Bellevue, WA

Verification & Validation (Software Testing) Manager

April 2005 - November 2008

- Managed a team of 4 testers
- Led end-to-end product testing of industry-leading medical imaging software
- Conducted field testing and user research at client sites
- Wrote all test plans and reviewed all test cases
- Measured hundreds of features for medical device compliance against FDA regulations
- Risk management
- Provided mentorship and performed employee evaluations