

# Elizabeth (Lisa) Vance

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## SUMMARY

I am a UX Designer with a background in program management, content writing and stakeholder engagement. My user-focused approach was honed by years of working with clients to find the best solutions for their needs. As a designer, I am passionate about creating intuitive products built on streamlined processes.

## EDUCATION

**Barnard College,**  
Columbia University  
B.A. in History received in 2013

**Bloc.io**  
UX/UI Design Apprenticeship  
March - Oct 2017

## RELEVANT SKILLS

User Research	User Flows
Content Writing	Interviews
Personas	Prototyping
Usability Testing	Mockups
Market Research	Branding
User Stories	Typography
Color Theory	Wireframing
Competitive Analysis	

## TOOLS

Adobe Photoshop	InVision
Adobe Illustrator	Sketch
Usertesting.com	Balsamiq
UsabilityHub	Salesforce
Microsoft Office Suite	Flinto

## DESIGN PROJECT

**Gowork, Bloc** **2017**  
An app for New Yorkers to find and compare coworking space

- Researched the coworking industry, surveyed freelancers and students about their coworking preferences
- Created wireframes, conducted usability testing, prototyped wireframes (InVision) and mockups (Flinto)

## EXPERIENCE

**Business Talent Group, New York, NY** **2013 - 2017**  
BTG is the leading platform for global companies to identify and engage freelance business professionals for project-based work, interim roles or consulting engagements

*Senior Program Manager* *Jan - June 2017*

- Built and standardized the Request for Proposal (RFP) process: created proposal content and reusable templates to reduce response time and standardize strategy across teams
- Continued to manage individual project proposal processes

*Program Manager, Client Service* *Jan - Dec 2016*

- Managed 75+ project proposal processes with a focus on pharmaceutical and financial services clients
- Responsible for two direct reports and training a Jr. Program Manager

*Senior Associate, Client Service* *Jan - Dec 2015*

- Designed, rolled-out and maintained Salesforce dashboards to track the Client Service team's productivity

*Associate* *Sept 2013 - Dec 2014*

**CCS Fundraising, New York, NY** **2013**  
*Research and Analytics Intern*

- Analyzed fundraising data for their 2013 Philanthropic Landscape – a research report for clients on the state of giving in the US

**Close Concerns, San Francisco, CA** **2011**  
A leading commercial diabetes newsletter and corporate advisory business — their patient-facing site became a Helmsley-backed non-profit in 2013

*Summer Associate*

- Project-managed a redesign of the patient-facing website: interviewed stakeholders to understand their goals, reviewed user surveys, created initial wireframes, and coordinated with the visual designer and developer