

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) processes: created proposal content and reusable templates to reduce response time and standardize strategy across teams

Program Manager, Client Service

Jan - Dec 2016

- Managed 75+ project proposal processes, 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

Provides fundraising consulting services including feasibility studies, capital campaigns, prospect research, public relations and case developments.

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