Lisa Stanton

My passion for innovation through design and my diverse background helps me develop a sense of empathy and a curiosity of people and behaviors.

lisastanton.design@gmail.com

lisastanton.design

linkedin.com/in/lisastan

SKILLS

User Personas

User Interviews

Site Maps

Wire-framing

Competitive Analysis Prototyping

Task Flows

Style Guides

Persona Building

Fluent In Turkish

TOOLS

Invision

Figma / Sketch

Adobe XD

Lightroom

Photoshop

HTML & CSS

JavaScript

JQuery

Git

Github

Indesign

Illustrator

EDUCATION

Bloc 2019-2020
UX / UI Design Program

B.S Consumer Sciences Texas State University, 2016

EXPERIENCE

SciPlay Corporation – *UX UI Designer*

JULY 2021 – Present

Created the user interface for social digital games, determining both product feel and layout, collaborating with managers and engineers to gather user requirements, and designing ideas to be communicated using storyboards, process flows, and sitemaps.

- Worked cross-functionally with product, live-ops, development, art team, and key stakeholders around key timelines and milestones.
- Produced UI components as deliverables to all stakeholders.
- Advocated player's needs, behaviors, and motivations throughout the development process.
- Designed and participated in UX/UI research that included competitive analysis, road mapping, identifying personas, and brainstorming optimal user experience within each feature.
- Managed the end-to-end design process with clients and coworkers, including primary research, user flows, wire-framing, feedback, and iteration based on usability testing.
- Performed holistic evaluation to identify app redesign solutions.
- Curated UX clickable prototypes to communicate desired experience and ensured usability met the product and user's needs.
- Assisted with identifying and defining problem areas for players and actively worked to find elegant and timely solutions.

TroutHouseTech - *UI Designer*

MAY 2021- OCTOBER 2021

Enhanced brand customer experience and facilitated an enjoyable website experience.

- Collaborated with the UX/UI mobile lead to assist other startup companies create low-fidelity and high-fidelity mock-ups.
- Assisted with redesigning the company website to add functionality and improve user experience.

Onboard List - *UX / UI Designer*

AUG 2020 - OCT 2020

Produced high quality UX design solutions for a small startup SaaS company through wire-frames, visual and graphic design, flow diagrams, storyboards, suite maps, and prototypes.

- Designed UI elements and tools such as navigation menus, search boxes, tabs, and widgets for digital assets and collaborated with developers to improve user flows and accessibility within the website.
- Furthered developed product branding and identity and created questionnaires to determine user personas.

Independent Contractor - *Freelance UX UI Designer*

APRIL 2019 - MAY 2021

Undertook projects with individual clients, working with several clients at a time, and created user-centered designs by understanding business requirements and user feedback.

- Collaborated on projects, implemented user-centered design, information architecture, and user testing to gather research for brands and companies, and resolved issues.
- Utilized storyboarding, interactive prototyping, style guides, wire-frames, user experience, and brand management while creating designs and logos and built on mobile responsive design development to high-fidelity mock-ups.

PROJECTS

Vivre Livre

A mobile application catered toward sustainability and book lovers.

- Created functional wire-frame prototypes with Figma.
- Conducted usability tests and improved hi-fidelity prototypes based on feedback and testing results

Lunar New Year Quest

A quest feature within the Gold Fish Casino casino slots which would celebrate Lunar New Year and introduce a new character.

- Produced multiple low fidelity mock-ups to test out new character view with other PM, Art, and Live-Ops Teams.
- Collaborated with Art team to give feedback to concepts.
- Attended play tests to provide feedback regarding first time user experience of quest.