

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.

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EXPERIENCE

SciPlay Corporation – UX UI Designer

JULY 2021 – Present

- Worked cross-functionally with Product, Live-Ops, Dev, 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 includes competitive analysis, road mapping, identifying personas, and brainstorming optimal user experience within the our features.
- Managed end-to-end design process with clients and coworkers that include primary research, cluster maps, site maps, wire-framing, feedback, and iteration based on usability testing.
- Performed holistic evaluation to identify app redesign solutions.
- Produced user flow diagrams that clearly illustrate alternative path to uncover gaps in initial ideation and user flow.
- Curated UX Clickable Prototypes to communicate desired experience as well as ensure the usability meets the product and user's needs.
- Assisted with identifying and defining problem areas for players and actively work to find elegant and timely solutions.

TroutHouseTech - UI Designer

MAY 2021 - OCTOBER 2021

- Collaborate with UX UI Mobile Lead to assist other start up companies create low-fidelity & high fidelity mock-ups.
- Assist with redesigning the company website.

Onboard List - UX / UI Designer

AUG 2020 - OCT 2020

- Produce 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.
- Design UI elements and tools such as navigation menus, search boxes, tabs, and widgets for digital assets. Further develop product branding and identity. Collaborate with developers to improve user flows and accessibility within the website.
- Create questionnaires to determine user personas.

Freelance - UX UI Designer

APRIL 2020 - MAY 2021

- Utilized storyboarding, interactive prototyping, style guides, wire-frames, user experience & brand management while creating designs and logos.
- Implemented user-centered design, information architecture & user testing on gathering research for brands and companies.
- Practiced strong collaborative skills & problem resolution when it came to working on projects.
- Built on mobile & responsive development to high fidelity mock-ups.

PROJECTS

Petal Cloud Service

A cloud service provided to users with the ability to collaborate with coworkers and family.

- Researched user needs and pain points to set the user model.
- Performed a competitive analysis of a diverse range of cloud storage platforms.
- Created functional wire-frame prototypes with Figma.
- Conducted usability tests and improved hi-fidelity prototype based on feedback and testing results.

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

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