Lisa Paynter

UX/UI Designer

DESIGN PROJECTS

ART FESTIVAL WEBSITE

Redesign website to meet the needs of the stakehholers, attendees, vendors and volunteers. Conduct interviews and analysis to find best organization of information for all personas. Redefined information architecture which lead to a redesign of the web layout helping create a better mobile experience.

Visual redesign layout and UI of website in a way that takes back stage to the work of the vendors. Created UI styles, colors and chose fonts to create a clean look and feel for both web and mobile use.

GOVERNMENT WEBSITE

The focus for this site was more on information architecture needs and mobile usability. I conducted user interviews and heruistic evevaluations along with red lines of problem areas concerning specific design flaws and task needs. Wireframes and UI redesign was created from scratch for this site last designed in 1998.

TRAVEL APP

WORK EXPERIENCE

LEAD DESIGNER AND MARKETING SPECIALIST   2016 – PRESENT
Wright-Hennepin Cooperative Electric Association

Designer of print and web communications. Create and support brand strategies for WH and its subsidiaries by clarifying brand messaging, which include personas, value propositions, and journey mapping.

FREELANCE DESIGNER   2014 – 2017

Freelance projects include design and production work for print for BI Worldwide, Padilla, Signature Bank, FLM, Customer Centered Strategies, Sandy's Photo Booth, Career Management Services, Capstone, and Quarto.

SENIOR GRAPHIC DESIGNER   2007 – 2014
TE Connectivity (formerly ADC)

Design and layout of long and short documents including brochures, catalogs, spec sheets, white papers, email, magazine ads, and web graphics. Special projects included:
- set-up of online print on demand system for TE in USA
- choosing and organizing a project management system for global use between marketing communication specialists and designers (Clarizen)
- Design and creation of templates/styles for literature system
- Implemented a secure digital asset manager for global corporate use
- Extensive involvement with the development and launch of website

CONTACT ME
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SKILLS
Visual design
Typography
Branding
digital and print design systems
personas
User insights
Journey mapping
usability testing
storyboarding
messaging guides
prototyping
wireframing
card sorting
Information architecture
touchpoint mapping
affinity diagrams
Affinity mapping
Empathy mapping
Insight creation

TOOLS
Figma
XD
InDesign
Illustrator
Photoshop
Acrobat
Salesforce
Bridge
Microsoft
Google
Basecamp/Jira/InMotion/Trello

INTERSTS
Gardening | Food
Kayaking | Hiking | Geocaching
Behavioral neuroscience
Needle arts | Almost everything

EDUCATION
Mini Master of Marketing Management
St. Thomas, Minneapolis, MN

Social Media Certificate
Minneapolis Community Technical College, Minneapolis, MN

Associate in Applied Science — Graphic Design, County College of Morris, Randolph, NJ