lisa kellman

I am a collaborative, user-focused product designer with 7+ years of design experience.

education

University of California, Davis
BS Managerial Economics, 2012
Cum Laude

City College of San Francisco
Design Foundation Certificate, 2015
Visual Media Production Certificate, 2017
GPA: 4.0

skills

Concept sketches
Illustration and UI graphics
User flows
Wireframing
User testing and research
Rapid prototyping
User research
Survey design
Product strategy
HTML/CSS

design tools

Figma
Sketch
Adobe XD
Invision
Illustrator
Indesign
Photoshop
After Effects

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experience

Microsoft
Lead Product Designer, Contract, *Sep. 2021–Present*
- One of two designers on Microsoft Rewards, a points-based rewards program with over 7 million members.
- Perform side-by-side studies, user surveys, interviews and other UX research methods to test and iterate on Microsoft Rewards features leading to thousands of user acquisitions.
- Work closely with cross-functional teams implementing Microsoft Rewards projects across Bing, Xbox, MSN, Edge and additional platforms.
- Updated the Microsoft Rewards dashboard design resulting in 3x user engagement and points earned.

HLTH
Senior UX/UI Designer, *Aug. 2019–Sep. 2021*
Visual Designer, *Feb. 2018–Aug. 2019*
- Collaborated on the layout and vision for HLTH, one of America's largest and most innovative healthcare conferences.
- Led the redesign and UI/UX testing of the company's 30+ page website including wireframes, prototypes, user-testing and final build.
- Worked with HLTH teams to build three sister-companies' brand identities and websites.
- Designed marketing materials (emails, banners, social media posts, brochures, video promos, etc.) seen by 20k+ healthcare professionals.
- Reformed HLTH's style guide and branding.
- Managed advertisements exhibited throughout the SFO airport and three billboards along highway 280 (annually).

Boulder Insight
UX/Visual Designer, *Aug. 2022–Present*
- Designed and built the website for Boulder Insight, a leading Tableau consulting firm.
- Consulted on Tableau dashboard designs for Boulder Insight's clients across a variety of industries.

Poshly
UX/Visual Designer, *Aug. 2017–Feb. 2018*
- Refined the brand identity for Poshly, a rising beauty review and influencer company.
- Redesigned the app's menu, product pages and created a rewards program for customer loyalty.
- Built social media templates for marketing.