

lisa kellman

I am a collaborative and exciting user-focused product designer with 8+ 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

Walmart

UX Designer III, May. 2023–Present

- Designed and developed assets for the merchant's backend dashboard, streamlining in-season business management, enabling proactive problem-solving.
- Simplified complex user flows, reducing steps and enhancing efficiency in merchant operations, tasks and opportunities saving thousands of hours and millions of dollars.
- Contributed to the development of merchant's AI program, improving accessibility to crucial information and accelerating task completion.

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.
- Collaborated closely with marketing department to design promotional materials for rewards including digital advertisements, promo cards, and dashboard banners.

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.

Poshly

UX/Visual Designer, Aug. 2017–Feb. 2018

- Refined the brand identity and marketing for Poshly, a rising beauty review and influencer company.
- Redesigned the app's menu, product pages and created a rewards program for customer loyalty.