

Lisa Joubert

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UX, Visual, and Interactive Designer

Summary of Qualifications

- 15+ years' experience designing websites and SaaS applications
- Responsive design and development experience
- Expert-level design tool skills: Balsamiq, Axure, and Adobe Creative Suite
- Technical knowledge and skills for iterative prototyping in Waterfall and Agile development environments: HTML5, CSS3, jQuery, basic JavaScript, version control systems
- UX Certification: The Weinschenk Institute (Team W)
- Work history of design roles bridging marketing and product departments through empathy with users and potential customers
- Solid track record of exceeding expectations: a can-do, collaborative workhorse earning progressively responsible promotions
- Portfolio: www.lisajoubert.com
UX section credentials: user – visitor, pw – v1s1t0r

Professional Experience

Contract Interactive & Strategic Designer, Salem, MA 2013–Present

- Mack Park Neighborhood Association: analyzed WordPress site analytics. Altered publishing focus, moved site to responsive template and integrated with Facebook to increase readership.
- Currently redesigning Conworx America's blood test reporting application with an eye toward multi-device support.
- Responsive design and development for customers including Eternal Massage, Paul Prevey for Ward 6 Councilor, Northern Essex Tree Service, Intertwine Media.

Visual Communicator Recombinant Data Corp, Newton, MA 2010–2013

- Prototyped, wire-framed, and conceptually designed applications for Johnson & Johnson, Baylor Health.
- Created standardized customer-brand solution for implementations of Harvard's Profiles RNS researcher networking tool, reducing customization time by 50%.
- Marketing collateral as needed. Role change to consulting with Deloitte acquired Recombinant (9.2011)

Design Consultant, Salem, MA 2008–2010

- Refreshed Conworx America's blood test reporting tools UI, used in hospitals throughout the country with Abbott Laboratories' products. Product rebrand and CSS recode were completed in two weeks.
- Design and development for customers including Intertwine Media, LaunchPath Associates, Body Empowered Wellness and Smith Energy.

Professional Experience *(continued)*

Creative Director, Web Designer NorthPoint Domain, Boston, MA 2004–2008

- Designed and produced patient portal websites for elite-level healthcare clients Lenox Hill Heart & Vascular, Fuqua Heart Center, California Heart Center, Duke Heart, and University of Buffalo Neurosurgery.
- Initiated migration from tables to CSS-based layouts, to keep product presentation current, and to industry-standard.
- Created standardized design-focused survey questions for customer design discovery process, to improve process efficiency, and improve customer satisfaction and design quality.
- Instituted design contracting service packages for existing SaaS customers, generating second-stream profit channel.

Web Design Consultant Meta-Forge, Minneapolis, MN 2001–2004

- Designed Federal Cartridge’s first online product catalog, allowing customers to purchase ammunition based on use, price, and technical markers.
- Digital design for Best Buy in-store commercial props.
- Clients included American Business Communications, Wessburg Companies, Inc.

Web Design Team Lead, Web Designer MedServe Link, Maple Grove, MN 1998–2001

- Screen design of one of the first online medical referral applications in the country, for the State of Minnesota (CQS).
- Screen design for SearchAmerica (now Experian’s healthcare skiptracing application).

Education

UX Certification, The Weinschenk Institute (Team W)

BFA, Syracuse University

Internship, Yankee Magazine

How Design Conferences

Continuing Education Coursework:

User Experience Fundamentals for Web Design

Responsive Design Fundamentals

UX Design Techniques: Creating Personas

CSS: Frameworks and Grids

Creating a Responsive Web Design

Design Aesthetics for Web Design