

LISA CHELINI

tinyurl.com/lisac-portfolio

linkedin.com/in/lisachelini

Jacksonville, Florida

904.382.1179

lisa@lisachelini.com

UX/UI/CX & Product
designer
researcher
analyst
problem solver

TECHNICAL SKILLS

- Mac OS X 13 & MS Windows 10
- Adobe Creative Cloud Suite, including Acrobat, Illustrator, InDesign, Photoshop, XD
- Axure RP, Balsamiq, Figma, InVision, Miro, Sketch, Visio
- Survey Monkey, UserTesting, UserZoom
- Confluence, Jira, Slack, Trello
- MS Office 365
- Knowledge of HTML5, CSS3, WordPress, Elementor, JavaScript

DESIGN SKILLS

- user experience design
- user interface design
- wireframing & prototyping
- design systems & standards
- a variety of research methods
- user testing, both remote & in-person
- user & business requirements
- business, process & customer experience analysis

I turned my focus specifically to **UX design** about **10 years ago**. I love it all: helping **define** the problem; conducting **research of all types**, including best practices, shareholder interviews and user testing; working as a **team** with product managers and developers to craft the **best solution** available; then **testing and refining** further to make it even better.

RELEVANT EXPERIENCE

owner & principal designer

Serious Curious™ Jacksonville, Florida

August 2008 – present

- Incorporated, agency (when between full-time positions)
- Business development, client services, research, competitive analysis, concepting, brand management, art direction, production
- Variety of print and digital media in the beauty, health, education, art, and travel industries

UX designer & researcher

AssistRx Remote, headquartered in Orlando, Florida

August 2022 – March 2023

- Remote, in-house, waterfall-agile hybrid, part of the Product Team
- Product & program requirements, user & system flows, process & journey mapping, UI prototypes
- User research, interviews, surveys, documentation
 - Several Salesforce CRM platforms

UX designer & CX researcher

First Citizens Bank (through Robert Half) Jacksonville, Florida

October 2019 – February 2020

- Contract, in-house, waterfall-agile hybrid
- Follow design standards, user & CX research, process & journey mapping, UI prototypes, collaboration, documentation
 - Websites and landing pages

- data visualization, presentations, story boarding
- team building, training & mentoring
- strategic planning
- policy creation & documentation
- graphic design, art direction, creative direction & brand management
- logos & identity packages
- print design including books, large-scale (trade shows) & packaging
- photography art direction

EDUCATION

Bachelor of Fine Arts in Graphic Design

University of Florida
College of Fine Arts
Gainesville, Florida

ADDITIONAL TRAINING

- Interaction Design Foundation
Designing for a Better World
with Don Norman, 2023
- TEDx
Jacksonville, 2016
Riverside/Avondale, 2012
- AIGA national business conference
San Francisco, 2012
New York City, 2006
- Introduction to ADA-
compliant signage, 2008
- AIGA national design conference
New Orleans, 1997

ADDITIONAL CONTRACTS WITH STAFFING COMPANIES

- Armor Holdings (now BEA)
- Cue & Case Sales / Pool Cue Guru
- EverBank (now TIAA)
- Mac Papers
- St Johns & Partners

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UX/UI designer

Florida Blue (through Brooksource) Jacksonville, Florida
March 2019 – August 2019

- Contract, in-house, waterfall-agile hybrid
- Follow & refine design standards, journey mapping, UI prototypes
- User research, user testing, collaboration, documentation
- Help gather and refine business requirements for web-based applications
- Work side-by-side with React developers
 - New enterprise-wide platform for preferences and consents

senior UX/UI designer

MoneySolver (formerly Tax Defense Network) Jacksonville, Florida
November 2017 – January 2019

- Full-time, in-house, waterfall-agile hybrid
- Research, concepting, collaboration, documentation, brand management, art direction, production
- Define design standards, process & journey mapping, UI prototypes
- Help gather business requirements for web sites
- Work side by-side with web developers
 - Several responsive sites: new parent brand, various satellite brands
 - Multiple responsive SEM campaigns

UX/UI designer & CX analyst

Fortegra Jacksonville, Florida
May 2015 – June 2016

- Full-time, in-house, mostly waterfall
- Research, concepting, collaboration, documentation, brand management
- Define design standards, process & journey mapping, UI prototypes
- Map business processes to spot pain points in customer experience
- Brainstorm solutions, then help gather business and technical requirements to implement them
- Measure the impact on customer satisfaction scores
- Work side-by-side with .NET developers and business analysts
 - two different web-based claim applications
- Work side-by-side with business unit owner & team
 - improving the process from claim to post-repair survey

Lisa is a very talented designer. She has a unique ability to thoroughly research and understand a problem in order to provide the best design solution possible. At FIS, I had her lead all of our international marketing efforts including our first client conference outside of the United States, in Dubai. She took the time to understand the environment and cultures in which each communication piece would be displayed. I appreciate her intelligence and attention to detail.

— Molly Walker, former supervisor at FIS

AMERICAN INSTITUTE OF GRAPHIC ARTS (AIGA)

- **member**
October 1997 – present
- **finalist**
Let's Get Digital
August 2017
- **featured designer**
'I Love Design' Poster Project
February 2012
- **design mentor**
October 2008 – February 2009
- **re:charge conference**
co-chair
January 2005 – March 2006
- **membership chair**
August 2004 – January 2005

INTERACTION DESIGN FOUNDATION

- **member**
April 2023 – present

FORMER CLIENTS

- American Institute of Architects
Jacksonville Chapter
- Cultural Council of
Greater Jacksonville
- Duval County Public
Schools Food Services
- Flagler College
- Fogle Fine Art & Accessories
- HDco / Nielsen
- Jacksonville Film Festival
- Skin Spa by Casey
- Ten Over Ten by Kim
- Tubular Travel, maker of
The Tube — the Travel Pillow
You Stuff with Clothes
- Zimmer Biomet

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UX/UI designer

Citi (through ZeroChaos) Jacksonville, Florida
July 2012 – March 2013

- Contract, in-house, mostly waterfall
- Follow design standards, research, concepting, brand management, art direction, production
- Variety of web media including mobile

senior art director

FIS Jacksonville, Florida
June 2010 – June 2011

- Full-time, in-house
- Adobe Creative Suite, MS Powerpoint
- Follow & refine design standards, research, concepting, brand management, art direction, production
- Variety of print and web media
 - Investors' Day presentation, shown at the New York Stock Exchange
 - Branding and signage for two international conferences (Istanbul and Dubai)
 - Annual report K-10 wrap and matching 40-page annual review
 - High-end invite for an executive summit

associate creative director

Rink Design Partnership, Inc. Jacksonville, Florida
September 2005 – August 2009

- Full-time, in-house
- Create design standards, research, brand management, art direction, production, account management, RFP submittals, training and mentoring of small staff, strategic planning, event planning
- Variety of print media, in-house contact for a new web site

She is thoughtful and deliberate with her designs and possesses a natural talent for her work. She does not shy away from complex projects, instead she rather seems to enjoy the challenge conducting thorough research so as to discover the most appropriate design to support the initiative. Lisa is very kind and easy to work with.

— DE, former co-worker at FIS

I like that I can hand off a project and know it will get done.

— CC, a former client

Can we clone you?

— CH, a former client

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UX/UI/CX PROJECT DETAILS

AssistRx Hub Improvement Plan (HIP)

YEAR	2023
TYPE	enterprise-wide app (internal), external components
TOOLS	Confluence, Miro, MS Teams
SKILLS	research, interviewing, user observation, survey design, requirement gathering
ROLES	UX designer, assistant product manager, business analyst
TEAM	product manager, in the beginning
STAKEHOLDERS	multiple program owners
USERS	CSRs
GOALS	audit each CRM, discover pain points, write requirements and design improvements

DESCRIPTION

The 'Hub' consisted of over 55 different Salesforce CRMs, some as old as 4-5 years. The Product Director tasked me to create a strategy to thoroughly audit each CRM, one at a time. My plan began with interviewing product owners, observing 'superstar' users, and surveying all the users. Once I had findings, I would write requirements and user stories to add to the Salesforce development team's backlog to be prioritized by the delivery team and program owners. Working on the ACE program (below), I had a good case study and was going to finish that program's audit and use it as the precedent of the overall improvement plan.

AssistRx Advanced Clinical Education (ACE)

YEAR	2022
TYPE	enterprise-wide app (internal), external components
TOOLS	Confluence, Miro, Figma
SKILLS	interviewing, user & system flows, survey design, basic wireframes
ROLES	UX/UI designer, assistant product manager
TEAM	product manager, business analyst, Salesforce development team
STAKEHOLDER	one program owner
USERS	CSRs, field nurses
GOAL	originally, port standalone app to Salesforce

DESCRIPTION

Contracted field nurses trained patients on administering new medications (often injections). They had to use a cumbersome standalone scheduling app, which didn't connect to other parts of The Hub system and required nurses to enter info into different systems. The original goal was to rebuild it in Salesforce with some additional improvements. This project had sat on the back burner for two years. When a new,

global client requested a field nursing program, the concept grew into a large, exciting patient education ecosystem but stripped out many of the initially requested improvements.

WHAT I LEARNED

I had worked with a handful of CRMs, but nothing as robust as Salesforce. I joined Trailhead and created a custom mix of CX/UX/UI classes.

Florida Blue Preference & Consent Management Platform

YEAR	2019
TYPE	enterprise-wide app (internal)
TOOLS	Adobe XD
SKILLS	prototyping, user testing, user observation
ROLE	UX/UI designer
TEAM	standard agile team
STAKEHOLDERS	legal/compliance and marketing departments
USERS	stakeholders plus CSRs
GOAL	build a huge application from scratch
OUTCOME	successful multi-year deployment, \$15+ million

DESCRIPTION

The company hired an outside consultant to write requirements for a system that would track preferences and consents down to individual patients. The consultant had already designed customer-facing prototypes, but I helped test them with various user types. Then, my central task was to design the back-end management portal. When presented back to the consultant for feedback, they said, 'It's great, we wouldn't change a thing.'

WHAT I LEARNED

It was my first official experience with in-person and remote user testing.

Fortegra 4Warranty Program

YEAR	2016
TYPE	iterative improvements to one program
TOOLS	Visio, MS Office, phone surveys
SKILLS	process mapping, data analysis, requirement gathering
ROLE	CX analyst
TEAM	program owner, program team, marketing, Twillio SME
STAKEHOLDERS	program owner, program team
USERS	program team, policy holders (consumers)
GOALS	inventory pain points, design improvements
CONSTRAINTS	keep under the radar until the first bit of success
OUTCOME	other product/program owners wanted similar improvements

DESCRIPTION

Using his own budget and autonomy, the program manager began a post-service phone survey, giving us a baseline and much information about pain points. I assisted with strategy, problem definition, and possible solutions; created customer journey maps and presentations; and wrote SMS status updates and the training documentation on how to use them.

WHAT I LEARNED

Though we didn't follow any formal Agile structure, we found that minor incremental and iterative improvements could make very noticeable outcomes.

Fortegra Claims Portal

YEAR	2015
TYPE	enterprise-wide app (internal) & B2B portal (external)
TOOLS	Adobe InDesign
SKILLS	interviewing, user observation, requirement gathering
ROLE	UX/UI designer
TEAM	two business analysts
STAKEHOLDERS	internal claims department
USERS	retailers who sold the company's insurance products to their customers
GOALS	automate ~80% of claims, improve quality of claims, decrease time from start to decision/payout
BARRIERS	stakeholders afraid of automation
OUTCOME	site now has a claims portal in its main navigation

DESCRIPTION

The submission, intake, and adjudicating of claims was a huge pain point for all involved:

- The internal claims department;
- The retailers who offered the company's insurance products;
- The customers who were trying to get service or settlement.

The resellers would use the portal to help file and complete claims for their insured customers.

WHAT I LEARNED

By listening and using empathy, I helped change stakeholders' fears about job loss and see the benefits of automation such that they became excited and spread the word to other departments.

Local Search Essentials

YEAR	2014
TYPE	consumer-facing WordPress sites, support materials
TOOLS	Adobe Creative Suite, HubSpot, Podio
SKILLS	identity design, custom theme design
ROLE	brand & UX/UI designer
TEAM	project manager, WP developer, two social media specialists
GOALS	improve clients' local web presence
KPIs	site visits, ad impressions, customer ratings

DESCRIPTION

I designed numerous packages of responsive custom WordPress themes with accompanying landing pages, web banners, email templates, QR code review fliers, etc.

Citi Virtual Card

YEAR	2012
TYPE	old, small but high-volume consumer-facing standalone app
TOOLS	Photoshop, InDesign
SKILLS	user flow mapping, prototyping
ROLE	UX/UI designer
TEAM	project manager, outside consultants
STAKEHOLDERS	program owner
USERS	credit card account holders

GOALS	rebuild an old desktop app for compatibility, improve ease-of-use
CONSTRAINT	tight time line due to OS updates
BARRIERS	little direct contact with outside consultant
OUTCOME	users kept a service they had come to rely on and enjoyed a few improvements

DESCRIPTION

In the early days of e-commerce, many credit card account holders were hesitant to use their actual card numbers over the internet. An outside consultant built a small desktop app (few consumers had smartphones then). With it, they could generate a virtual card number to use online safely.

WHAT I LEARNED

It was my first official experience with the Software Development Life Cycle's iterative process.

Cue & Case / Pool Cue Guru

YEAR	2009
TYPE	B2C e-commerce site, PPC ad campaigns
TOOLS	Photoshop, Illustrator
SKILLS	brand, image selection
ROLE	graphic designer
TEAM	site manager
USERS	consumers

DESCRIPTION

Cue & Case was a manufacturer and wholesaler of billiards equipment, B2B mainly by catalog and eventually online. I worked with them in many capacities over several years. When they decided they wanted to start a small trial of B2C online only, I joined the team as the designer.

WHAT I LEARNED

I built on the e-commerce skills I learned during my time at Cindy Wilson Design and Buildscape.

Cindy Wilson Advertising & Design

YEARS	2002–2005
TYPE	small e-commerce sites
TOOLS	Adobe Creative Suite, Commerce.cgi
SKILLS	site mapping, UX/UI design, lots of customization to the standard Commerce.cgi install
ROLE	brand & UX/UI designer, CGI developer
USERS	consumers

DESCRIPTION

For a few clients, including one with an e-commerce site that wasn't meeting their needs, I created small e-commerce sites to give them a safe and attractive way to sell their wares online.

WHAT I LEARNED

The basics of UX/UI design and how to teach myself coding (or anything else I needed to know to do the best I could on a project).

Buildscape

YEAR	2001
TYPE	B2B e-commerce site, supporting emails, banner ads, direct mail
TOOLS	Adobe Creative Suite, including GoLive (discontinued)
SKILLS	brand, early-times e-commerce design, brainstorming business concepts
ROLE	graphic & UI designer
TEAM	marketing department: 2-3 co-workers, assistant manager, senior manager
STAKEHOLDERS	investors, founder, BobVila.com (partner)
USERS	residential contractors
GOALS	build not just a site but a logistics system
CONSTRAINTS	rounds of massive layoffs
BARRIERS	site alone wasn't generating enough revenue, needed to find other ways to monetize
OUTCOME	acquired by Dow

DESCRIPTION

The site was an online marketplace for contractors to order supplies for a project, usually a single-family residence, all at once, then have it delivered to the site as needed, so materials weren't taking up space or exposed to the elements.

WHAT I LEARNED

It was the first experience I had working for a startup company, and also with A/B testing.