

LISA CHELINI | Jacksonville, Florida | 904.382.1179 | lisa@lisachelini.com
art director | UX/UI/CX designer | researcher | strategist | leader | problem solver

EDUCATION

Bachelor of Fine Arts in Graphic Design

School of Art & Art History
College of Fine Arts
University of Florida
Gainesville, Florida
08 1995 – 12 1999

Advanced Placement & Dual-Enrollment programs

Stanton College Preparatory
Jacksonville, Florida
08 1992 – 04 1995

AMERICAN INSTITUTE OF GRAPHIC ARTS

member

09 1997 – present

finalist

Let's Get Digital
08 2017

featured designer

I Love Design Poster Project
02 2012

design mentor

10 2008 – 02 2009

re:charge conference co-chair

01 2005 – 03 2006

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

Tubular Travel — Travel Pillow You
Stuff with Clothes

EXPERIENCE

UX designer

CIT Bank (contract through Alluvion)
Jacksonville, Florida
11 2019 – 02 2020

UX/UI designer

Florida Blue (contract through Brooksource)
Jacksonville, Florida
03 2019 – 08 2019

senior UX/UI designer

MoneySolver (formerly Tax Defense Network)
Jacksonville, Florida
11 2017 – 01 2019

owner & principal designer

Curious, Etc.
Jacksonville, Florida
08 2008 – present

UX designer / CX analyst

Fortegra
Jacksonville, Florida
05 2015 – 06 2016

UX designer

Citi (contract through ZeroChaos)
Jacksonville, Florida
07 2012 – 03 2013

senior art director

FIS
Jacksonville, Florida
06 2010 – 06 2011

associate creative director

Rink Design Partnership, Inc.
Jacksonville, Florida
09 2005 – 08 2009

art director

Cindy Wilson Advertising & Design
St. Augustine, Florida
12 2002 – 09 2005

ADDITIONAL CONTRACTS

Armor Holdings (now BAE)

Cue & Case Sales, Inc.

EverBank (now TIAA Bank)

Mac Papers

St. John & Partners

SOFTWARE

Mac OS X (10.15) &
Microsoft Windows 8/10

Adobe Creative Cloud Suite,
including Acrobat, Dreamweaver,
Illustrator, InDesign, Photoshop, Xd

Axure RP 8

WordPress, Elementor, Genesis,
Bootstrap, HTML5, CSS3, LESS,
JavaScript

JetBrains WebStorm, Sketch, Visual
Studio

Microsoft Office 365

SKILLS

art direction & brand management

web / UX / UI / CX design

wireframing / prototyping

user testing, remote and in person

SEO & SEM campaigns

data visualization / presentations

story boarding / video direction

business, process & customer
experience analysis

strategic planning

product management

client/user relationship management

project trafficking & management

logos & identity packages

print design & production

book design & production

packaging design & production

photography art direction

outsourcing & management

training & management

of small staff

policy making & documentation

RFP responses & grant submittals

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UX/UI designer

CIT Bank (contract through Alluvion)
Jacksonville, Florida
11 2019 – 02 2020

contract, in-house / research,
user testing, concepting,
wireframing, collaboration,
brand management / web sites
and web-based applications

UX/UI designer

Florida Blue (contract through Brooksource)
Jacksonville, Florida
03 2019 – 08 2019

contract, in-house / research, user
testing, concepting, collaboration,
wireframing, brand management,
art direction, production / web-
based applications

senior UX/UI designer

MoneySolver (formerly Tax Defense Network)
Jacksonville, Florida
11 2017 – 01 2019

permanent, in-house / research,
concepting, collaboration,
documentation, brand management,
art direction, production / websites,
landing pages, SEM campaigns

UX designer / CX analyst

Fortegra
Jacksonville, Florida
05 2015 – 06 2016

permanent, in-house / research,
concepting, collaboration,
documentation, business
requirements and process
mapping, brand management, art
direction, production / web-based
applications, business processes
with a focus on customer service

owner & principal designer

Curious, Etc.
Jacksonville, Florida
08 2008 – present

incorporated, agency / business
development, client services,
research, competitive analysis,
concepting, brand management,
art direction, production /
variety of print and web media /
beauty, health, education, art

UX designer

Citi (contract through ZeroChaos)
Jacksonville, Florida
07 2012 – 03 2013

contract, in-house / research,
concepting, collaboration, brand
management, art direction,
production / variety of web media

senior art director

FIS
Jacksonville, Florida
06 2010 – 06 2011

permanent, in-house / concepting,
brand management, art direction,
production, mentoring / a variety of
print and web media

art director

Cue & Case Sales
St. Augustine, Florida
03 2009 – 06 2010

contract, in-house / brand
management, art direction,
production / variety of
print and web media

associate creative director

Rink Design Partnership, Inc.
Jacksonville, Florida
09 2005 – 08 2009

permanent, in-house / brand
management, art direction,
production, account management,
RFP submittals, training and
management of small staff, strategic
planning, event planning / variety
of print media

art director

Cindy Wilson Advertising & Design
St. Augustine, Florida
12 2002 – 09 2005

permanent, agency / research,
art direction, production, some
account management / identity,
variety of print media, some
interactive / food, hospitality,
manufacturing and retail

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UX designer

CIT Bank (contract through Alluvion)
Jacksonville, Florida
11 2019 – 02 2020
contract, in-house

role: contract, in-house / research, user testing, concepting, wireframing, collaboration, brand management / web sites and web-based applications

tools: Axure RP 8

projects

- merger research
- annual statements
- landing pages

UX/UI designer

Florida Blue (contract through Brooksource)
Jacksonville, Florida
03 2019 – 08 2019
contract, in-house

role: Help gather business requirements for web-based applications. Create wireframes and define design standards. Work side-by-side with React developers.

tools: Adobe XD, InVision

project: new enterprise platform for preferences and consents

senior UX/UI designer

MoneySolver (formerly Tax Defense Network)
Jacksonville, Florida
11 2017 – 01 2019
permanent, in-house

role: Help gather business requirements for web sites and web-based applications. Create wireframes and define design standards. Work side-by-side with web developers.

tools: WordPress, Illustrator, InDesign, Photoshop, Xd, Unbounce

projects

- new web site for new parent brand
- several sites for satellite brands
- multiple SEM campaigns

UX designer & CX analyst

Fortegra
Jacksonville, Florida
05 2015 – 06 2016
permanent, in-house

role: Help gather business requirements for in-house web-based applications and help business owners map business processes to spot pain points in customer experience. Create wireframes and define design patterns. Work side-by-side with .NET developers. Brainstorm solutions, then write business and technical requirements to implement them. Measure the impact on customer satisfaction scores.

tech: HTML5, CSS3, Bootstrap 3, LESS, a little JavaScript

tools: Balsamiq, Git, InDesign, Visual Studio, WebStorm, Visio, PowerPoint, Excel, Project, various sources of big data

projects

- overhaul of car claims portal
- UX for new insurance claims portal

UX designer

Citi (contract through ZeroChaos)
Jacksonville, Florida
07 2012 – 03 2013
contract, in-house

role: Create pixel-perfect mock-ups of desktop and mobile sites and applications, while complying with 500+ page brand and interaction standards guide.

tools: Photoshop, InDesign

projects

- overhaul of Citi's Small Business Resource Center
- updates to multiple mobile sites, including interaction maps
- personas for Citigold program

senior art director

FIS
Jacksonville, Florida
06 2010 – 06 2011
permanent, in-house

role: Design and produce a variety of pieces, in a variety of media, often against tight deadlines.

tools: Illustrator, InDesign, Photoshop, PowerPoint

projects

- 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

owner & principal designer

Curious, Etc.
Jacksonville, Florida
08 2008 – present
my own corporation

role: Work with clients to define the problem, then create the solution.

tech: WordPress, CSS

tools: Illustrator, InDesign, Photoshop

clients & projects

- HDco / Nielsen: video storyboards, presentations for annual conferences
- Flagler College: web site, several brochures
- Duval County Public Schools: large-scale signage for redesigned dining halls
- Haddad Engineering: redesigned logo and identity package

further job history, references, letters of recommendation, samples, salary history, or freelance rates available upon request