

# LISA HOLMQUEST

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## Innovative designs to empower users and increase conversions

**Accomplished user experience designer and product manager** with over 9 years experience shaping intuitive tools for complex, tedious task. Expertise in application design, usability testing, and scrum project management. Specializes at bridging the gap between business development and product execution. Broad skill set includes advanced knowledge of front-end programming and internet marketing as well as strong presentation skills. Keen interest in emerging technology, evolving design theory and product management practices.

### Key strengths include:

**Creative** – Inventive and resourceful solutions. Love for all things creative, and an avid appreciation for clean, purposeful design.

**Broad Skill Set** – Comprehensive knowledge of design theory as well as programming languages, social media marketing and SEO.

**Self-Motivated** - Resourceful and with a can-do attitude, I get things done.

## RECENT WORK EXPERIENCE

### PRODUCT OWNER *SALTSIDE, 2015-PRESENT*

- Created loved and impactful online marketplaces in emerging markets with over 1M active monthly users throughout the world. Managed multi-disciplinary teams to deliver predictable, high-quality work for mobile, tablet and web.
- Introduced scrum to a newly formed team, which quickly became the best performing team in the company. Initial resistance was won over by addressing developers' concerns and helping them execute 'early wins' to reinforce the efficacy of scrum.
- Successfully launched a strategic initiative to monetize business accounts. Created long term vision, aligned stakeholders, and mapped the release schedule to ensure efficient use of developer resources with maximum impact per release. With a carefully planned and perfectly executed first release, we delivered ahead of schedule and deployed a monetizable product a month early.

### USER EXPERIENCE DESIGNER *PUGGLEPAY, 2014-2015*

- Developed a data-driven UX process for a business-to-consumer mobile payment solution. Advised on market strategy and product direction based off of results from consumer research and data mining.
- Redesigned the multi-national consumer checkout to be mobile-first. Improved conversion of the step with highest abandonment by 81%. Applied the new style guide across checkout, portal and public facing website for consistent branding and consumer experience.

### LEAD USER EXPERIENCE DESIGNER *SHIPCOMPLIANT, 2011-2014*

- Managed the UX department of ShipCompliant, a multi-product company that provides tools for regulatory compliance and supply chain automation to the US alcohol industry. Created the first long-term UX vision, coordinated the annual departmental roadmap and assisted product owners in prioritization.
- Championed numerous strategic UX initiatives from concept to execution. Projects included establishing an application style guide for consistency and HCI standards and a refactor of NPS measurement.
- Created a UX audit to objectively measure experience for multiple products; the results aided the chief product owner in prioritization, set a benchmark for UX standards across several scrum teams and helped identify high impact/low effort initiatives.
- Consistently delivered thoughtful, user-centered designs under tight deadlines. Continually sought new research methodologies with limited to no budget, including card sorting, tree testing & remote testing.
- Prototyped, designed, implemented and tested several new products for complex government-driven tasks. NPS results returned feedback such as, "one of the easiest programs I've used for government processing".

### PROJECT MANAGER AND LEAD DESIGNER *SUMMIT CREATIONS, 2009-2011*

- Consulted on policy decisions as project manager at one of Summit County's top design and marketing agencies. As a result, average bottom-line profit per project increased significantly.
- Analyzed industry trends and successfully branded and implemented new product lines, including social media marketing and search engine optimization. Recommended and designed UI solutions for a wide range of websites and industries, including lodging, real estate, restaurants/food service and health care.

## ACCOMPLISHMENTS

### Accelerated monetization

Released a monetizable product one month ahead of schedule.

### Planned annual UX roadmap

Objectively prioritized based on web analytics & usability testing

### Increased utilization 48%

A high impact/low effort change that reduced support costs.

### 100+ page Website Redesign

+20% conversions in the first week

### Increased sales conversion 81%

Redesigned mobile checkout with multi-cultural awareness.

## EDUCATION

Ohio University, Athens, OH,  
GPA...3.67 **Cum Laude, Dean's List**  
B.S. in Visual Communications

## RECOGNITION

### First Place Features Page

### Second Place Promotional Page

National SND contest

### Chuck Scott Scholarship

Awarded for creative application and excellence in design

## BROAD SKILL SET

**User research** + usability testing

**Wireframing** + prototyping

**Copywriting**

**Data Analysis**

**Flowcharts** + UI design

**Geek talk** Advanced knowledge of frontend programming. Working familiarity of backend.

**Marketing** Email, SEO, SEM