

lisa graf

product designer

As a designer with 15+ years of experience, I infuse a strong visual design sensibility into developing modern, effective, and intuitive user experiences. Focusing on design thinking, cross-functional collaboration, user insight, and inclusivity; I strive to ensure products work seamlessly for everyone.

experience

Zebra Technologies | 2013 - 2024

Senior User Experience Designer

Remote 2020 - 2024

- Led design efforts for Zebra Workcloud Scheduling (formerly Reflexis Workforce Management). This B2B SaaS product line caters to a global workforce of over 5 million daily active users in the retail sector.
- Modernized legacy applications through the implementation of common design patterns, a new design system, updated iconography, improved navigation, ensured accessibility compliance, and conducted user testing.
- Collaborated with multiple global cross-functional teams: informing roadmaps, feature enhancements, and new product ideas.
- Enhanced end-user experience by introducing a real-time learning workflow for in-app help and guides.

Senior UX/UI Designer

Hybrid 2016 - 2020

- Developed feature enhancements and new feature sets tailored for healthcare and banking verticals with customized solutions for Walgreens, CVS, JPMorgan Chase, and Estée Lauder.
- Established a Microsoft Teams integration enabling employees to efficiently manage their schedules within the Microsoft ecosystem.
- Worked with stakeholders on a conceptual product focused on employee rewards and recognition.
- Supported standardization efforts for platform consistency by running weekly design review sessions and documenting use cases, design patterns, and components.

UX/UI Designer

Greater Boston, MA 2013 - 2016

- Redesigned and maintained employee scheduling software for associates and administrators.
- Created unique workflows to suit industry requirements for different retail sectors such as auto, apparel, big box stores, and grocery.

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skills

Design

UX best practices

Accessibility

Color theory

Design systems

Information Architecture

Prototyping

Typography

Tools

Figma

Miro

Sketch

Photoshop

Illustrator

InDesign

Interpersonal

Communicative

Cross-collaboration

Empathetic

Flexible

Self-directed

Thrives within a team

education

Bachelor of Fine Arts

University of the Arts,

Philadelphia, PA