

# lisa graf

UX / UI 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

- Lead designer for Zebra Workcloud Scheduling (formerly Reflexis Workforce Management). This B2B SaaS product line serves a global workforce of over 5 million daily active users, primarily in retail.
- Modernized legacy apps by implementing common design patterns, applying a new design system, updating iconography, improving navigation, meeting accessibility standards, and conducting user testing.
- Collaborated with multiple global cross-functional teams: informing roadmaps, feature enhancements, and new product ideas.
- Improved end-user experience by introducing a real-time learning workflow for in-app help and guides.

### Senior UX/UI Designer

Hybrid 2016 - 2020

- Added feature enhancements and new feature sets for healthcare and banking verticals including customization for Walgreens, CVS, JPMorgan Chase, and Estée Lauder.
- Created a Microsoft Integration experience with Microsoft Teams to allow workers to set and maintain 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

### Master of Fine Arts

Rochester Institute of

Technology, Rochester, NY

### Bachelor of Fine Arts

University of the Arts,

Philadelphia, PA