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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in lisagraf391
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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