

LISA HALL

Graphic Designer | UX/UI

I began my career as a graphic artist, first as a desktop publisher then moving into pre-press. I returned to study while raising a family, completing my degree in Visual Communication & continuing to freelance when the opportunity arose. This has allowed me to keep current in this fast paced industry & develop my skill-set of print into digital media. Combining my qualities as a strong visual communicator & my passion for human-centered design, led me to study UX/UI design this year. Having this depth of knowledge complements my design skills & allows me to better understand both sides of the design outcome; the needs of the user & the goals of the stakeholder.

WORK EXPERIENCE

GRAPHIC DESIGNER - Freelance. D'Angelo Creations 2000 - present

I have worked & collaborated with multiple small businesses & NFP organizations delivering solutions from concept to completion, working across digital & print including: website design, infographics, branding & corporate id, packaging design, signage, logo design, event management & special occasion stationary.

UX/UI DESIGNER | Ki Futures June - July 2021. An Academy Xi client project.

Ki Futures is a NFP organization in the cultural sector. They required a landing page that explained their membership program to potential customers.

- As a team of 3 we collaborated with stakeholders on required goals & outcomes.
- Conducted usability tests, interviews & surveys, presented our findings & final design to key stakeholders.
- My role was to design lo-fi wireframes & hi-fi visual of the landing page & onboarding process focusing on HCD using UX best practices.
- Created infographics & written content.
- Created a prototype for the landing page, graphics & onboarding tutorial.

UX/UI DESIGNER | Colin Moxey Hairdressing May - June 2021. Academy Xi client project.

CMH required an e-commerce component to their current website. We refreshed the current website to align with the company's branding & style. We were a team of 6 & I was involved with:

- Conducted UX research, in-person interviews, surveys to better understand & empathise with customer pain-points & their needs.
- Collaborated on affinity mapping, user journeys & structured website IA.
- Created landing page sketches & lo-fi wire-framing based on the users needs.
- Helped build the hi-fi prototype in Figma ready for usability testing.

GRAPHIC DESIGNER - Hills Health Solutions July 2020 - August 2021 volunteer.

A communications technology company providing nurse-call and patient engagement systems to hospitals & aged care facilities. I provided ongoing design services for print or digital needs adhering to their branding style guide. Some tasks included:

- Designing posters for marketing collateral, refreshed letterhead & presentation folders.
- Recreated icons ready for use in website.
- Photoshop editing of images for print, social media & website content.

BUSINESS OWNER | The Perfect Hit March 2014 - June 2016

A University project that I'd developed into a business from end-to-end. I found a gap in the market for customers wanting freshly roasted coffee beans for home consumption. Collaborating with a Melbourne coffee roaster we created blends to suit specific personas. I then branded, marketed & sold the products at farmers markets around Melbourne.

GRAPHIC DESIGN INTERNSHIP | Callaway Golf Oct - Dec 2014. 3 months

ACCOUNT MANAGER - Zoom Digital Printing 2005 - 2006. 12 months

GRAPHIC ARTIST | David Simpson Graphics 2003 - 2011. 7 years

Pre-press/flexographic art studio creating artwork for packaging.

CONNECT

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References available upon request

EDUCATION

Bachelor of Visual Communication

Graphic Design
Deakin University 2010 - 2021

UX/UI Design - Transform

Academy Xi 2021

Chisholm Institute Dandenong

Ass. Dip. of Arts, Graphic Arts 1998

Advanced Certificate in Design

Swinburne University 1996

TOOLS

Illustrator
Photoshop
InDesign
Acrobat
Figma
Slack
Miro/Trello
Wordpress
Keynote
Microsoft Office
Google Suite

SKILLS

Design Thinking
Empathy Mapping
Prototyping
User Research
Usability Testing
Wireframing
Visual storytelling
Website design
Print & Digital collateral
Branding / Identity
Logo Design
Typography