

# Lisa Spiller

UX Designer

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## EXPERIENCE

### SteegeThomson Communications

2015-PRESENT

SteegeThomson is a small marketing and strategic communications firm that exclusively serves nonprofits. As the lead and sole designer, I'm responsible for the majority of the designs produced by the firm. This means I wear many hats:

#### UX DESIGNER (2021-PRESENT)

Responsible for being the voice of the user on projects, including flagging accessibility issues and improving information architecture.

- Developed wireframes for client web projects
- Conducted competitive audits for brand and web designs
- Created storyboards for videos and presentations
- Created interactive prototypes for client demos

#### DESIGN LEAD (2020-PRESENT)

Responsible for designing the firm's visual collateral for clients and in-house, including print pieces, websites, presentations, and brands.

- Streamlined creation of social graphics and other collateral by introducing Canva to the firm's arsenal of tools
- Developed brand identities and wrote brand guidelines for clients and in-house
- Created presentations for clients to use, as well as pitch decks for SteegeThomson
- Designed and executed advertising campaigns that ran across web, transit, and print mediums

#### PRODUCTION MANAGER (2015-PRESENT)

Responsible for start-to-finish creation of print collateral, from content pacing to design to print production.

- Wrote specs for print projects and prepared design files for press
- Interfaced with and maintained relationships with print vendors
- Guided clients through the printing process and managed the approvals process with both the client and the printer
- Performed quality checks on print proofs

## CERTIFICATION

### Google UX Design Professional Certificate

Google via Coursera

2022

Created empathy maps, personas, user stories, and user journey maps, and defined user pain points. Ideated design solutions and conducted competitive audits. Creating wireframes, prototypes, and mockups. Conducted interviews and usability studies.

## EDUCATION

### BFA, Graphic & Interactive Design

Tyler School of Art,  
Temple University  
2014

## SOFTWARE

- Adobe Suite (XD, Photoshop, Illustrator, InDesign)
- Figma
- Sketch
- Webflow
- PowerPoint
- Procreate

## RECENT AWARDS

### HERMES CREATIVE PLATINUM AWARD, 2022

Strategic Campaigns, Communication Campaign

CLIENT: Independence Blue Cross

PROJECT: Know Your Mind/Cuida Tu Salud Mental

### HERMES CREATIVE PLATINUM AWARD 2022

Print Media, Design, Publication Overall  
CLIENT: National Museum of Women in the Arts

PROJECT: Space to Soar Invitation Mailer

### HERMES CREATIVE HONORABLE MENTION 2022

Social Media, Social Content Campaign

CLIENT: Newman's Own Foundation

PROJECT: SeriousFun Comic Series

### PEPPERPOT AWARD 2021

Public Service Campaign

CLIENT: Independence Blue Cross

PROJECT: Know Your Mind/Cuida Tu Salud Mental

### SUMMIT CREATIVE SILVER AWARD 2019

Print Materials

CLIENT: Columbia Mailman School of Public Health

PROJECT: Development materials