Lisa Najarian

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UX PRODUCT DESIGNER/RESEARCHER:

UX Product Designer/Researcher with over 10 years experience gaining actionable insights into customer needs, developing product requirements and designing complex, user friendly digital experiences. Passionate about understanding people and working with & analyzing data. Interested in learning about different businesses and new skills. Motivated by wanting to solve problems and create solutions that make people happy. My proven skills in relationship building, customer research, and user-centered design, coupled with my experience in designing for a variety of industries, enable me to deliver strong solutions that will contribute to any company's growth.

SPECIALTIES:

Product Design | Cross Functional Team Builder | Vendor Relationship Management | Stakeholder & User Interviews | User Research | Use Cases & Scenarios | Competitive, Industry & Metric Analysis | Quantitative & Qualitative Usability Testing | Project Leadership |Persona Development| Journey Mapping

PROFESSIONAL EXPERIENCE:

PRINCIPAL PRODUCT/UX DESIGNER   CA Technologies | Long Island, NY | 2006 – 2014

- Driving cross functional collaboration and relationship management I successfully led the design UX design for a range of large web applications in the IT sector, including but not limited to Data Visualization, Business Dashboards, Automation, and Application Performance Management solutions.
- Responsibilities included conducting research & strategy initiatives, concept generation, interaction design, related validation testing, internal team & vendor management, and project management of UX deliverables.
- Led over 32 user research initiatives such as research design, participant recruiting, qualitative interviews, contextual inquiries, observational studies to analyze and document workflows, stakeholder workshops, surveys, data collection and analysis, usability testing
- Presentation of research findings and concise recommendations for strategy and product to stakeholders and leadership.
- Facilitated multi-disciplinary design brainstorming sessions to ideate solutions to problem identification from research.
- Educated stakeholders about UX research, user centered design thinking and innovation.
- Participated in the concept design process of projects at the CEWIT Incubator, Stony Brook University, a next generation thinktank for research and development in wireless and Information technology.
- Prestigious winner of companywide Core Value Award for Excellence.

PROFESSIONAL EXPERIENCE CONTINUED:

VICE PRESIDENT, INFORMATION ARCHITECT   Credit Suisse | NY, NY | 2005- 2006

- Responsible for gathering business and end user needs and interpreting the data to design strategic, compelling and user friendly financial web applications.
- Analyzed metrics to identify areas of Credit Suisse's various web solutions that required usability or content strategy refinement.
- Created and maintained information architecture artifacts such as site maps, use cases, page wireframes, flow charts, content inventories, taxonomies and functional specifications for use by development teams and visual designers.

SENIOR INFORMATION ARCHITECT   Prudential Financial | Newark, NJ | 2001-2005

- Conducted user interviews, stakeholder workshops, concept testing and UX evaluations in order to define strategic direction, user experience and functional processes for insurance, retirement services, and investment digital solutions.
- Created blueprint documentation consisting of functional requirements, site architecture, personas, use cases, process flows, taxonomies and design specifications for the use of project development by developers and design teams.
- Validated online solutions through heuristic reviews and qualitative and quantitative usability testing in order to ensure usability success and proper development of features and functionalities.

RELATED PROFESSIONAL EXPERIENCE:

- Pro bono web design (most designs have been modified): Sugar Rush Bakeshop (2015), Greenlawn Civic Association (2016), Sustainable Costa Rica Center (2016), Core Connection NY Therapy (2017)
- Information Architecture teacher at the Katharine Gibbs School, NY, NY, 2001
- Lead Information Architect focusing on Investment digital solutions for Rare Medium, NY, NY 2000-2001
- Consultant for developing guidelines for A&E sales presentation materials. NY, NY, 2001
- Senior Information Architect for Grey Interactive, NY, NY, 2000
- Information Architect Consultant for AOL MovieFone.com, Remote, 2000

EDUCATION:

B.F.A., Graphic Design, Long Island University, C.W. Post

PERSONAL INTERESTS:

- Meeting new people and hearing their stories. Avid follower of Humans of NY stories on Instagram!
- Watching all levels of ice hockey.
- Reading the Metropolitan, Business and Real Estate sections of the NY TImes.
- Everything about travel, especially the research and planning of it, and in particular off the beaten path travel.
- Enjoying time with my husband, three children and one rescue pup.