



Lisa Trager

STRATEGIC VISUAL AND EXPERIENCE DESIGNER

EXPERIENCE

SAVVAS LEARNING | Senior Product Designer, Learning Experience Design | 2021 - Present

- Design UX for K-5 Science Textbook Products across multiple markets, creating standard-aligned products based on user research.
- Scope interdisciplinary projects, collaborating to accelerate time to market while ensuring alignment with user needs.
- Develop and implement product and experience strategies informed by customer research, ensuring user satisfaction.
- Advocate for content strategy and ensured adherence to WCAG 2.1 accessibility guidelines.
- Provided consultation on UI and accessibility for integrating games/gamification.
- Present to senior management and stakeholders.
- Mentor Print Design team members, facilitating their transition into the digital product space.

NATIONAL GEOGRAPHIC LEARNING A CENGAGE COMPANY | Senior Designer, 2016 | 2021

- Designed and Art Directed textbooks that disrupt the industry by teaching through real-world content. This is done by utilizing National Geographic photography and editorial content. Awarded, First Place College Series, design The NY Book Show 2019.

STATE STREET | Senior Designer Global Marketing, 2015 - 2016

- Designed exhibit signage, digital assets and 40+ page white papers that included original charts and infographics.

LIBERTY MUTUAL | Senior Brand Designer, 2013-15 • Senior Designer, 2012-13

- Supported internal communications to our employees through Human Resources, Event Management and Sponsorships that include FIFA and Team USA.
- Implemented a comprehensive, enterprise-wide DAM system, leading to streamlined processes and quantifiable improvements. This involved editing photos for brand appropriateness and establishing strong relationships with stakeholders and vendors to develop best practices. As a result, we created a valuable resource of branded imagery to support our international marketing teams and leverage financial efficiencies.
- Collaborated with the program manager to enhance the sponsorship and brand presence of the Liberty Mutual Invitational, recognized as the #1 Charity Event in Golf. This goal was accomplished by updating the program's design to create a more strategic and cohesive branded experience. The project involved successfully delivering a suite of over 50+ marketing materials. As a result of these efforts, the proceeds increased by 28.5% compared to the previous year.

OTHER RELEVANT EXPERIENCE

SUFFOLK UNIVERSITY | Senior Designer .TJX (Marshalls and HomeGoods) | Creative Services Manager | Senior Designer. THE AGENCY AT DICKINSON DIRECT | Senior Designer | Graphic Designer . BARD COLLEGE | Graphic Designer

SKILLS

Wire framing
Iterative Prototyping
Visual Communication
WCAG Accessibility
Design Research and Strategy
Cross-Functional Collaboration
Project Management
Presentation
Gamification
Beginner html/css
Print branding and style guides

PROGRAMS

Creative Suite | Figma | Sketch

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY | Certificate in UI Design

ROCHESTER INSTITUTE OF TECHNOLOGY | BFA Graphic Design

FASHION INSTITUTE OF TECHNOLOGY | AAS Advertising Design

CONTACT

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