



Lisa Trager

STRATEGIC VISUAL AND EXPERIENCE DESIGNER

EXPERIENCE

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

- Design and build standards-aligned Ed-tech science products from concept to launch, using customer research to create intuitive, user-centered experiences.
- Champion accessibility by reviewing products for WCAG compliance and inclusive content.
- Partner with internal teams and external vendors to scope and deliver complex projects that meet user needs and meet aggressive launch targets.
- Establish and communicate documentation workflows to enhance consistency and efficiency across teams and vendors.
- Present design strategies and project outcomes to senior leadership to secure buy-in and align goals.
- Contribute to innovation initiatives, including the AI Task Force, supporting AI literacy, and exploring emerging technologies to enhance product and internal workflows.
- Support Print Designers in transitioning their skills for Digital Product and UX workflows.

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.
- Collaborating with the program manager for the Liberty Mutual Invitational, I enhanced the sponsorship and brand presence of the "#1 Charity Event in Golf." By creating a more strategic and cohesive branded experience across 50+ marketing materials, my design updates helped drive a 28.5% increase in proceeds compared to the previous year.
- Implemented a comprehensive, enterprise-wide DAM system that streamlined internal processes and achieved quantifiable efficiencies. By editing photos for brand alignment and collaborating with stakeholders and vendors, I developed a centralized library of branded imagery that empowered international marketing teams and optimized production costs.

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
Artificial Intelligence
Beginner html/css
Print branding and style guides

PROGRAMS

Adobe Creative Suite | Figma

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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