Lisa Allen

References available upon request.

ABOUT

Formally trained as an architect with over 10 years of experience in **UI/UX Design**, **Business Strategy** and **Product Development**.

"As a systems thinker, I leverage my architecture and design training to quickly absorb contextual and conceptual information while analyzing individual aspects, interdependencies and complexities, how they function, relate to one another and exist within larger systems. Working on projects ranging from extreme micro to macro scale is when I am at optimal performance."

WORK EXPERIENCE

RAGING OWL / OCT 2013 - PRESENT / **INDEPENDENT CONTRACTOR, BUSINESS OWNER**

(How I spend my time when not working with external companies.)

Raging Owl is a boutique consulting agency providing services to clients and companies across various industries with a primary focus in design, development and strategy. Products and services include: mobile apps, web apps, websites, SaaP, marketing, branding, social, videography, graphic design, and travel design. Keeping up with latest design trends and development technologies while leveraging best practice tools and resources ensures high quality outcomes.

My role typically includes resourcing, onboarding and oversight of design and development teams across multiple projects. Collaborating with clients and stakeholders on vision to develop a roadmap and strategy to meet business needs. Acting as a CPTO on full-service design development projects, I am responsible for the entire product development and product operation ownership and outcomes.

Creating processes and structuring for growth has allowed me to take on larger quality projects while delivering consistent results.

LUGU / JUL 2020 - PRESENT / **UI/UX DESIGNER, PRODUCT OWNER**

An app to help people record and share their life story.

- Wrote and implemented the complete project scope of work with included concept illustrations, business requirements, user stories, project timelines and development sprints.
- Developed diagrams, wireframes and a complete app design (50+ screens).
- Created all drawings and artwork, pitch decks, marketing and branding materials, product copy and two websites (pre-launch and post-launch).
- Authored business financial projections and forecasting for investors, drafted the product marketing strategy and laid groundwork for HR and employee onboarding to scale.
- Managed the development team (Agile Project Management with Scrum) and was the primary QA Tester.

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MOMENTUM DESIGN LAB / FEB 2022 - MAR 2023 / **PRODUCT MANAGER**

A user experience driven product innovation agency focused on research, strategy, design and development.

- Coordinated, managed and oversaw fast-paced concurrent projects in an agency environment.
- Identified client needs early and throughout to ensure alignment with larger business and product objectives. Articulated what success looks like for the product and helped turn that vision into a reality.
- Defined project requirements, created user stories and acceptance criteria while working with design and engineering teams to bring the product to life.
- Jumped into projects midway to resolve issues and reestablish stakeholder alignment.
- Delivered projects and controlled scope within the forecasted timeline and budget with strong results, negotiated with the client and internal teams on prioritization while managing expectations and outcomes.
- Collaborated on strategic company-wide initiatives through sales and process engineering, content creation, competitive analyses, awards preparation and website maintenance.
- Covered other roles across the design, marketing and sales teams when needed. Tasks included: research, user interviews, heuristic evaluations, QA testing, video storyboarding, Google Analytics, SEO, sales deep dives, RFP responses, SOW creation and project change orders.

RECASHER / NOV 2019 - FEB 2020 / **MARKETING CONSULTANT**

A cashback solution focused on local businesses and their customers.

- Created a new business development strategy for the company following discussions with leadership and their first round of sales team hires. This included brand alignment with consumer touch points, a revised software implementation roadmap and where to initiate strategic partnerships with influencers.
- Illustrated an onboarding script for new sales contractors highlighting the core features of the product.
- Produced a master vision illustration for the marketing team to build various transmedia storytelling campaigns from.

FLIGHT TEST HISTORICAL FOUNDATION / APR 2018 - APR 2019 / **DEVELOPMENT MANAGER**

An organization that financially supports the Flight Test Museum at Edwards Air Force Base. They had been involved in a capital campaign since 2014 and my goal was to bring focus to their story and strengthen fundraising efforts.

- Initiated culture and fundraising roadmaps while generating a unified vision for the future.
- Responsible for revising, planning, organizing and directing the capital campaign.
- Conducted a feasibility study among stakeholders and cultivated potential major donors.
- Identified issues and the appropriate navigation required to garner further buy-in.
- Additional activities included a strategy for ongoing sustainability within the foundation, project liaison with the construction management company and oversight of materials developed critical to campaign success.

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ROCK PEPPER / JUL 2016 - JAN 2018 / **CO-FOUNDER**

A full-service digital marketing agency.

- Implemented comprehensive marketing strategies and executed targeted campaigns.
- Monitored metrics from website, social media and email traffic and compared with actual sales, subscriptions and user actions. Practiced agile decision-making to ensure positive end results.
- Conceptualized storyboards, filmed and edited promotional videos for social media.
- Created written content, visual content, product design and branding packages.

EQ SPORTS / JAN 2012 - DEC 2013 / **DEVELOPMENT CONSULTANT**

An eCommerce B2C company selling on Amazon, eBay and direct.

- Optimized systems to increase workflow capacity and productivity.
- Introduced organizational procedures to improve supply chain management and shipping activity.
- Increased annual revenue through inventory consistency, refined technology integration and staff training.
- Prepared quarterly tax statements, budgets and reports.

HMN ARCHITECTS, INC. / JUN 2010 - DEC 2010 / **INTERN ARCHITECT**

A full-service architectural, interior design and planning firm.

- Developed a new business plan for a regional architecture firm with targeted methodologies to define what made the firm unique among its competition and strategically align offerings within the market to better prepare for economic highs and lows.
- Redesigned new marketing materials for clients, pitches, and the general public.
- Collaborated with architects on plans and construction details during the schematic design, design development, construction documentation, and construction administration phases of various projects.
- Provided drafting and research support, reviewed and edited shop drawings, assembled change order logs and data sheets, and completed project close out documents.

Lisa Allen

EDUCATION

KANSAS STATE UNIVERSITY / AUG 2005 - MAY 2010

Master of Architecture, M.Arch.

UGANDA MANAGEMENT INSTITUTE / SEP 2011

Project Planning and Management Course

CZECH TECHNICAL UNIVERSITY / FEB 2009 - JUN 2009

Urban Design and Historical Preservation Course

SKILLS

Project Management / Product Owner / UI/UX Design / Business Development / Systems Thinking / Content Writing / Digital Marketing / Graphic Design / Illustration / QA Testing / Basic Competency in HTML, CSS, JavaScript, PHP and React / User Flows / Wireframing / Product Development / Product Requirements / Strategy / Facilitation / Project Control / Cost Control / Risk Management / Data Analysis / Cross-functional Team Leadership

TOOLS

Adobe Creative Suite / Figma / Photoshop / InDesign / Illustrator / After Effects / Premier Pro / Sketch / Taiga / Jira / GitHub / Webflow / Wordpress / SketchUp / MailChimp / Microsoft Office Suite

VOLUNTEERING

HANDS ACROSS THE BORDERS / JAN 2012 - APR 2012 / **DEVELOPMENT CONSULTANT**

Developed a business plan for the resource and logistics organization focused on donor cultivation. Planned fundraising events and designed marketing materials.

ORGANIZATIONS IN AFRICA, EUROPE AND ASIA / DEC 2010 - DEC 2011 / **VOLUNTEER**

Involved in administration and team management with organizations in several developing countries focused on orphans, vulnerable children and widows. Participated on construction teams for schools, orphanages and religious buildings. Adapted to various roles as needed.

Lisa Allen

ATS Word Page:
(Ignore this if you are a real person)

Photoshop, InDesign, Illustrator, After Effects, Premier Pro, Adobe Creative Suite, Sketch, Figma, Taiga, Jira, GitHub, Webflow, Wordpress, Web Design, Social Media Marketing, Creativity Skills, SketchUp, MailChimp, Microsoft Office Suite, Project Management, Product Owner, UI/UX Design, Business Development, Systems Thinking, Strategy, Content Writing, Digital Marketing, Graphic Design, Illustration, QA Testing, HTML, CSS, JavaScript, PHP, React, Teamwork, Problem Solving, Critical Thinking, Communication, Leadership, Time Management, Creativity, Work Ethic, Adaptability, Attention to Detail, Organization, Planning, Analysis, Brainstorming, Collaboration, Diplomacy, User Flows, Wireframing, Product Development, Product Requirements, Strategy, Facilitation, Project Control, Cost Control, Risk Management, Data Analysis, Cross-functional Team Leadership

the LAST DECADE

ISSUE NO.1

CHOICES >

PIVOTAL POINT

Working at a healthcare architecture firm collaborating with architects on all stages of the design and construction phases, Ms. Allen gained valuable project insights. Designated as point person to create a new business plan, she used targeted methodologies to successfully set the firm apart from the competition and strategically positioned the firm for short and long term economic changes. It was during this role she was approached by her professional mentor regarding an opportunity to work with a team on a sewage disposal project in Ethiopia. The choice she made to pursue that offer became pivotal in shaping the years to follow.

Upon completion of the project, she remained in Ethiopia studying and observing the multifaceted layers of aid and humanitarian efforts in developing countries. She later became a project leader in Uganda with an education focused organization who recommended taking an in-depth course on Project Management at a university in Kampala. She often comments the course was instrumental in understanding how circumstances and requirements of leaders vary considerably around the world.

EDUCATION >

ARCHITECTURE & FOUNDATIONS

Lisa Allen completed her Master's Degree in Architecture from a nationally ranked design program at Kansas State University. Holding several roles in leadership she acquired the skills necessary to work across a broad spectrum of cultures, industries and with diverse stakeholders in different environments. From those experiences, she developed the ability to negotiate and merge varying perspectives into a shared vision. During her time at university Ms. Allen led a team in an international competition to design, build and operate a solar-powered house that was showcased on the National Mall in Washington D.C. She also accepted a role for project manager and lead designer on a collaborative project with a television series after a tornado devastated a neighboring community in Kansas.

CURIOSITY >

EXPLORATION

Living in diverse cultures and frequently changing the hats she wore, opportunities were endless. As Albert Einstein mused, "the mind that opens to a new idea never returns to its original size," has certainly been the experience of Ms. Allen. It has challenged her to think differently at every turn, embrace ambiguity and adds to the fearlessness demonstrated in her work and life.

Driven by curiosity, her journey has been far from linear. As a systems thinker she leverages her architecture and design training to quickly absorb contextual and conceptual information while analyzing individual aspects and how they function, relate to one another and exist within larger systems.

Throughout the past decade working on projects in aerospace, architecture, healthcare, marketing, retail, technology and travel; she faced no shortage of challenges or the solutions needed to overcome them. Design is simply a creative problem solving activity. Experiment with different approaches, fail fast and constantly reflect on past experiences to seek future improvement is a method she has found useful.

In summary, while not an expert in any one position, she is a skilled generalist with broad knowledge and experience in asking the right questions and navigating complexity to produce results.

WHAT

ILLUSTRATION **ONE**

ISSUE NO.2

TOOLS AND SKILLS

HOW

ILLUSTRATION **TWO**

ISSUE NO.3

CHARACTER

WHY

ILLUSTRATION **THREE**

ISSUE NO.4

CURIOSITY