

ABOUT

As a systems thinker I leverage my architecture and design training to quickly absorb contextual and conceptual information while analyzing individual aspects and interdependencies, how they function, relate to one another and exist within larger systems. Working on complex projects ranging from extreme micro to macro scale is when I am most comfortable applying the knowledge and tools I have gained throughout my career.

WORK EXPERIENCE

LUGU / JUL 2020 - DEC 2021 / PROJECT MANAGER, UI/UX DESIGNER

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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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.
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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.

Lisa Allen

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.
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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.
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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.
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RAGING OWL / OCT 2013 - PRESENT / INDEPENDENT CONTRACTOR

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

Types of projects completed for personal clients:

Mobile Apps / Web Apps / Websites / SaaS / Marketing / Branding / Social / Promo Videos / Book Covers / Menus / Travel Design

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 / 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)

TOOLS

Photoshop / InDesign / Illustrator / After Effects / Premier Pro / Sketch / Figma / Taiga / GitHub / 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.

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