

# LISA DING

[www.lisading.com](http://www.lisading.com)  
lisading@gmail.com  
(415) 623-0717

## EXPERIENCE

---

### **UX Designer (20% side project), Google**

October 2011 - June 2013, Mountain View, CA

- Led interaction and visual design of complex filtering mechanism in Google's internal data storage and reporting product
- Tested iterative designs with paper prototypes and think aloud user studies
- Delivered interaction blueprint and redline specs to developers and provided feedback on design implementation
- Redesigned the UI for an ad review tool and developed configuration standards for future review templates

### **Community Manager, Google**

October 2009 - June 2013, Mountain View, CA

- Led working group of engineers and community managers that redesigned the reputation and recognition system for Google's help forums
- Prototyped blog "discovery portal" that surfaces high-quality blogs to increase pageviews and inspire content creation
- Managed network of influential bloggers who evangelized Blogger and provided high-quality feedback
- Defined social strategy for Blogger; created Blogger's Google+ Page and grew it to 500k followers within one year

### **Account Manager, Google**

July 2008 - October 2009, Mountain View, CA

- As a "Billing Guru," liaised between account managers and engineering team for all billing-related usability issues in Google AdWords
- Improved advertisers' user experience through ROI education and campaign optimizations

## PROJECTS

---

### **Interaction Design Lead, Capstone Project, NASA Ames Research Center**

January 2014 - present, Pittsburgh, PA and Mountain View, CA

- 8-month group project to research how astronauts and engineers perform task procedures on the ISS, and to design a smarter, context-aware tools management system to increase task efficiency
- Completed analogous domain research of four analogous domains using contextual inquiry process of observations, modeling, synthesis, and visioning

### **Experience Designer, Music Nest, Pittsburgh Symphony Orchestra**

September 2013 - December 2013, Pittsburgh, PA

- Conducted interviews, observations, and competitive analysis; isolated need to create a stronger tie between PSO's concert music and its audience
- Designed and prototyped a screening experience where viewers can first learn about a piece of music and then experience it in an immersive setting

## OBJECTIVE

---

I am seeking opportunities as a full-time UX designer, after the completion of my master's degree in August 2014.

## EDUCATION

---

### **Master of Human-Computer Interaction**

Carnegie Mellon University, Pittsburgh, PA  
August 2014 (expected), GPA: 3.98

### **Bachelor of Arts in History**

Dartmouth College, Hanover, NH  
June 2008, GPA: 3.81  
*Magna Cum Laude*, Phi Beta Kappa

## HCI METHODS

---

Contextual Inquiry  
Heuristic Evaluation  
Cognitive Walkthrough  
Think Aloud  
Competitive Analysis  
Personas  
Storyboarding + Speed Dating  
Wireframing  
High-fi + Low-fi Prototypes

## TOOLS

---

Adobe CS6 Suite  
HTML+CSS  
JavaScript/jQuery  
Sketch

## THINGS I LIKE

---

The Sharing Economy  
Service Design  
Reputation systems  
Penguin book covers  
Supreme Court history  
Clever costumes  
Avocados