

Lisa Edelman Dragin

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I am passionate about making a difference for my clients and their end users by utilizing my understanding of user research, best practices, and interaction design to improve user experience.

WORK EXPERIENCE

Rosetta / Brulant

User Research Manager (April 2007 – Present)

- Leads more than 20 user research projects a year, primarily Heuristic Evaluations, informal site assessments, In-Depth Interviews, and Usability Tests, all delivered on-time, on-budget, and across Health Care, Financial Services, Retail, and Communications industries
- Supports business objectives by understanding user needs and providing actionable recommendations based on user research and best practices
- Manages and maintains Rosetta's usability lab, responsible for selecting and managing vendors and lab alternatives
- Provides training, leadership, and mentoring, including daily feedback and career guidance
- Improves project efficiencies and client value through implementation of alternate user research methods and improved processes, templates, and deliverables
- Promotes and sells user research to clients and broader internal teams, discussing user experience methods and strategies with clients across industries
- Creates wireframes and paper prototypes based on business and user requirements, as well as usability best practices

Highlights:

- Usability Testing
- Heuristic Evaluation
- In-Depth Interviews
- Interaction Design
- Wireframes
- Sales / Business Development
- Management
- Mentoring

RSA Security / RSA, Security Division of EMC

User Experience Designer (April 2006 – April 2007)

- Led the user experience design effort to create usable graphical user interfaces for established command line utilities
- Developed basic prototypes for consumer-facing security products and rapidly iterating on the designs based on usability testing.
- Designed, evaluated, and documented new features and bugs fixes for web-based administration console applications
- Key figure in creating persona-based design process and prototyping persona templates

Highlights:

- Prototype
- Wireframes
- Personas

Aptima, Inc.

Human Interface Engineer (September 2005 – March 2006)

- Led interface design effort on an authoring tool for medical risk communication
- Involved in iterative design efforts for medical software including Palm-based decision making and emergency room display
- Conducted user tests and usability evaluations for a variety of projects including translation / distillation search, large-organization communication modeling, and Course of Action planning diagramming tools

Highlights:

- Wireframes
- Usability Testing

Deloitte Consulting

System Analyst (July 2002 – August 2004)

- Experienced a variety of fields including Energy, Financial Services, Insurance, and Technology through documentation control, business process flow mapping, system testing, and proposal research
- Participated and led direct information gathering through client interviews, cross-functional meetings, and flow-chart reviews in an effort to define both current and future processes around Project Accounting, Tax, and Forecasting
- Tested mainframe and Unix-based batch programs, GUI components, database, and reports
- Worked through the full cycle from test planning through execution for repaired system defects and enhancements as well as regression testing of previously installed code bases
- Developed an understanding of the financial derivatives industry – business and trading functionality

Highlights:

- Consulting
- Client Management
- Business requirements

GRADUATE EDUCATION

Carnegie Mellon University

Masters in Human Computer Interaction
August 2005

UNDERGRADUATE EDUCATION

Washington University in St. Louis

B.S. in Applied Science 2001, Cum Laude
Major: Computer Science, Business Minor