

# LISETTE GONZALEZ

## Contact

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www.lisettedesign.com

## Skills

**UX Research:** User interviews, surveys, usability testing, A/B testing, card sorting, and heuristic evaluations.

**Design & Strategy:** Expertise in UX/UI, product, and web design, focus on cognitive design, intelligent user interfaces (UI), and HCI. Information architecture, journey mapping, presentations, and prototyping.

**Collaboration:** Agile environments, effectively aligning research insights with design and development.

**Leadership & Communication:** Strong communicator and leader, managing priorities, giving/receiving feedback, and adapting in fast-paced settings.

**Bilingual:** English and Spanish

### Software:

Figma, Sketch, UserTesting, NVivo, Qualtrics, Overleaf, InVision, Miro, Adobe CC, MS Office, WordPress, SharePoint

## Education

### Bentley University

M.S. in Human Factors in Information Design candidate | **UXGA President**

### University of Massachusetts Lowell

B.F.A. in Art - May 2016  
Magna Cum Laude

## Awards

**Senior Studio Award for Best Graphics Design Capstone** - May 2016

**Senior Studio Award for Best Interactive Design** - May 2016

## Experience

### Graduate Research Assistant at Bentley University's Artificial Intelligence Experience Research Lab

February 2024 - current

Conduct comprehensive user experiments, interviews, and design in-depth surveys to gather actionable insights. Perform literature reviews and meticulously analyze session data to identify key findings. Review and assist in writing research plans and IRB approval documentation, ensuring all research activities adhere to ethical standards and contribute to impactful academic work.

### UX/UI Design Lead (*Promoted to Design Director*) at Plates

August 2022 - current

Lead design projects from concept to launch, driving seamless execution and alignment with business objectives. Wireframe, execute and present concepts and designs, and oversee UI QA. Gather and implement user feedback. Establish an organizational structure of design feedback and implementation status to facilitate collaboration with development team.

### Freelance Designer

September 2013 - current

Develop brand identities and guide clients in understanding their customers. Create custom illustrations and packaging designs, coordinate with printing companies, conduct UX audits, and redesign web pages to maintain a consistent visual language.

### UX/UI Designer at GroupVisual.io

October 2016 - December 2022

Created intuitive and user-centered designs for various digital products by collaborating with cross-functional teams including business analysts, product owners, and project managers. Provided design feedback, articulated design decisions with clients, and helped educate them on design best practices. Helped clients re-evaluate their product's mental model and designed compelling data storytelling. Conducted and synthesized UX audits, UI QA, user interviews, and user testing. Designed UX structures and processes that were later incorporated into final designs and interactive prototypes.

### UX/UI Design Contractor at Robert Half

May - October 2016

**GroupVisual.io** (June - Oct 2016)

Worked with large pharmaceutical clients producing designs, clickable prototypes, and style guides for patient engagement apps and HCP dashboards. Produced marketing materials such as trifold brochures and posters, as well as training manuals for the same patient app and HCP dashboard.

**WebAgency** (May 2016)

Designed company website and established templates for future pages.

### (UX/UI) Design Intern at Digaboom Inc.

January 2015 - January 2016

Designed website templates, logos, fliers, WordPress sites, and landing pages for clients. Collaborated with senior designers and marketing staff, attended meetings, created schedules, and meticulously tested and debugged template screens to ensure a smooth company launch.