

Lisa Colvin Beach

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- Strategic & Tactical Project Leadership
- Product Management & Content Development
- User Experience & Interaction Design

Overview

Lisa has spent nearly 20 years building and guiding multi-divisional teams toward the creation of engaging, content-rich product experiences. With a thorough understanding of marketing, design, content and technical capabilities, Lisa owns the end-to-end product life-cycle from strategic concept ideation to translation of complex business and technical requirements through a successful creative execution meeting both user needs and business goals. She has extensive experience managing projects to ensure budget, timing and scope adherence, leading sales efforts and client engagements, directing roadmapping and development of strategic objectives and governance councils, planning, staffing and working in an ongoing advisory capacity.

Her specialization is in strategic, innovative product development, content creation and user experience design for compelling and complex online products, sites, applications, systems and interfaces. To this end, she has experience in a broad range of both standard and emergent technologies across a variety of platforms, including mobile and tablet as well as integration of social media efforts and WCAG accessibility requirements.

Experience

TandemSeven

Engagement Lead (PM)/ Principal User Experience Architect, 2011 - 2014 (Remote)

- managed concurrent multi-million dollar/ multi-year agile and plan-driven projects and client relationships with senior cross-functional delivery team members, ensuring overall quality of deliverables as well as project timeframe and budget adherence
- created strategic and tactical UX deliverables as product owner, project manager and senior UX architect including vision/ roadmaps, content strategies and governance models, requirements, wireframes/ annotations, user stories, process/ screen flows, usability tests (proctor/ evaluator), focus groups, survey designs, personas and scenarios for multi-national clients across desktop, mobile, tablet and WCAG-accessible sites, portals and applications
- participated in sales pursuits, determining scope, creating project plans/ cost estimates, proposed and final SOWs, editing overall final documentation and presenting on-site or remotely to prospective clients
- mentored and guided both senior and junior employees/ contractors in best practices, evaluating deliverables and providing individual project contribution as needed
- responsible for interviewing prospective candidates as well as ongoing and annual evaluation and feedback of peers and junior team members to regional senior management

Lisa Beach Consulting – Strategic Product Development and User Experience Design Principal, 2001 – Present

- provide a blend of business, leadership, creative and technical skills that enhance the ability of the team to produce digital products, sites and content that meet business goals and address user needs
- manage in-flight and upcoming projects to establish strategic direction and identify opportunities for tactical improvements
- identify upcoming opportunities, author project plans and SOWs for new or extended engagements
- make recommendations regarding appropriate tools and technologies including content management systems, rich internet applications, customer relationship management, analytics and sales solutions
- design interfaces, interaction plans and experience paths for software products, web/mobile applications and branded sites
- conduct site and system heuristic evaluations, user experience assessments, competitive analyses, focus groups and usability tests

Southern California Edison (Consulting) Experience Design Lead, 2010 – 2011

- partnered cross-functionally with other organizational leads: serving as the bridge between interdisciplinary teams, managing projects to establish strategic direction, fostering collaboration, identifying tactical opportunities and driving decisions in a matrixed management role
- provided strategic vision, thought leadership and team mentoring in design of the end-to-end product experience including interaction design, information architecture, requirements definition, content strategy, analytics, user research, usability and accessibility across a variety of platforms including mobile and tablet as well as integrating social media efforts
- led experience design efforts with external agencies, evaluating designs for strategic alignment, quality, consistency and scalability
- presented Web team strategies and activities to executive management to achieve buy-in, improve visibility and evangelize design best practices

Sun Microsystems

Chief Information Architect/ Project Leader, 2009 – 2010 (Remote)

- owned overall online product development efforts, partnering with other organizational leads to anticipate and envision short and long term strategic changes to requirements and evolving employee, customer and business objectives
- connected separate but dependent interdisciplinary teams to bring out the best ideas, drive decisions and influence quality, unified experiences across internal and external properties
- managed experience design efforts with external agencies and facilitated the transition of assets to Sun deployment resources
- applied user-centered design methods to translate user needs, business objectives, and technology capabilities into enterprise-class experiences
- maintained and evolved Sun's information architecture standards, philosophies and practices

Ascentium Corporation

Practice Lead, User Experience (Southern California), 2007 – 2009

- served as the overall lead on cross-disciplinary project teams, making the complex simple and creating effective, innovative and usable solutions
- defined the vision and directed the integration of design strategies into the creative/ technical development processes, ensuring that all practices effectively and directly addressed business needs while focusing on the overall user experience
- contributed to the acquisition, maintenance and enhancement of customer relationships via sales and business development efforts, representing the discipline and the company in client meetings, developing proposals, and presentation of concepts and deliverables
- led and grew the User Experience practice in the Southern California region, developing a team of leaders in the interactive, e-commerce, community and emerging technology spaces

Adapt Technologies, Inc.

Director, Product Management & User Experience, 2007

- responsible for the overall consumer experience of a suite of SAAS products (e-commerce/ transactional applications) and associated corporate sites, including strategic product management, content, copywriting and editorial direction, interaction and visual design, user research and testing, front-end development and integration with back-end infrastructure
- built and led a team of designers, writers and developers through a redesign/ merge of two corporate/ e-commerce sites and a launch of two new tiers of the product application, delivering on-time and on-budget
- collaborated with Marketing leadership to define the brand and voice of the company
- partnered with Sales and Customer Service Teams to recruit a beta-council of subscribers and set up ongoing research/ testing procedures

Spot Runner, Inc.

Manager, Information Architecture and Usability, 2006 – 2007

- recruited to build an entirely new SAAS product interaction design division for a startup company
- coordinated with multi-level divisional leads to create process, hire a team and implement procedures integrating structured user experience architecture and usability practices into the existing visual design/ technical development frameworks
- evolved user testing capabilities by improving facilities via software purchases, equipment upgrades and physical layout changes; augmented user testing recruitment techniques and taught improved moderation and report generation

The Walt Disney Company - Walt Disney Parks and Resorts Online

Senior Information Architect/ Creative Lead, 2005 – 2006

- created engaging and innovative product experiences for multiple brand partners, focusing on e-commerce/ content solutions and consumer-facing web applications (Purchasing and Booking systems)
- managed team building, cross-departmental knowledge sharing efforts and resource allocation, provided ongoing mentoring, evaluated vendor deliverables, wrote job descriptions, assessed and interviewed candidates
- consulted on multiple cross-business unit issues to ensure communication and consistency among projects and processes
- collaborated on advanced strategic project efforts to promote the brand, including mobile and social networking initiatives
- developed standards for UX design deliverables, led Flash process flow/ storyboarding process development, designed QA, usability and user acceptance tests

MetLife – Annuities Information Technology Division

Business Systems Analysis Lead, 2003 – 2005

- headed the systems analysis effort for multiple web-based financial product applications with a mainframe back end, managing multiple simultaneous large-scale projects in differing stages of development, as well as running queries and writing code and/ or copy as needed
- created standards for documentation including process flows, wireframes, use cases, site architectures, and functional specifications
- represented the BSA/ UXA practice throughout the organization, speaking at conferences and training sessions and mentoring other analysts

Countrywide Financial Corporation - Correspondent Lending Division

Platinum Systems Analysis Lead, 2002 – 2003

- primary liaison between users, vendors and design/development team regarding all issues for a SAAS product handling \$19 billion per month in submissions
- supervised full lifecycle development from conception to launch
- investigated, identified and implemented change requests in consultation with developers and the analyst team, designing prototypes, layout and flow for all new features

DNA Studio

Director, Information Architecture, 2001

- led creative/ interaction design strategy on motion picture and television marketing site projects for clients such as Sony, Viacom, Paramount, Universal and Warner Brothers
- served as the link between design, engineering, marketing and production as the designated user advocate, mentoring co-workers in user experience best practices
- developed templates and procedures; wrote complex technical use case, schematic and wireframe documentation

Full Moon Interactive, Inc.

Regional Special Projects Manager / Senior Information Architect, 1999 – 2001

- guided design and development process for all deliverables including data models, site architectures, wireframes, process and user flows for large-scale transactional sites in collaboration with designers, technologists and strategists
 - developed process methodology intranet as a senior member of Process Development Team
 - administered office operations: allocated resources, assigned project managers, organized training and planned moves
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Education

Masters - Information Science

University of California, Los Angeles - 1999

Bachelor of Arts - Communication Arts and Sciences

University of Southern California - 1990

Associations/ Conferences

- Interaction Design Association (Presenter, Facilitator)
 - Information Architecture Institute (nominated for Board of Directors, Mentoring Initiatives)
 - Association of Information Science & Technology (Program Evaluation, Conference Presenter, Committee Leader)
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Volunteer

Catalina Island Women's Forum: 2014 – Present

Women's Health, Mentoring and Domestic Violence Prevention Initiatives

Catalina Kid Ventures: 2012 – 2014

Board of Directors | Director of Marketing, Communications and Records

Rose Bowl Water Polo: 2003 – 2012

Board of Directors | Director of Communications, Director of Fundraising, Director of Tournaments & Travel, Lead Team Representative

References

- Available upon request