

Lisa Goldberg

Cell Phone: (301) 802-2045 • lisag67@yahoo.com

Portfolio: www.lisagoldberg.info

Summary of Qualifications

User experience lead, information architect, senior project manager and Web content manager. Strengths include:

- Managing large projects and client accounts
- Designing interactive strategies, navigation and interfaces
- Testing Web sites and prototypes for usability
- Managing Web site content
- Training users and documenting systems

Professional Experience

Information Architect, Lockheed Martin Management Systems Designers, Inc. at the National Cancer Institute (NCI), Rockville, MD, 2007 – Present

- Devise interactive strategies for cancer.gov, the NCI intranet (MyNCI), departmental Web sites, and multi-platform applications.
- Define and prioritize audience and client needs by gathering data from client interviews, surveys, user task analyses, usability testing, and Web analytics.
- Refine functional requirements by designing screen flow and wireframe diagrams and collaborating with clients, requirements analysts and developers.
- Define the hierarchical structure, navigation, labeling and search parameters for online content.
- Perform gap analysis to determine new content needs and document content requirements.

Information Architect, Patriot Technologies at Dept. of Veterans Affairs, Silver Spring, MD, 2006

- Design and manage all information architecture and usability initiatives for the My HealthVet.gov portal (www.myhealth.va.gov).
- Plan annual schedules and budgets for usability testing.
- Design a process to integrate user-centered design into the RUP-based governance model.
- Design screen workflows and wireframes for new applications.
- Plan and conduct regularly scheduled usability tests.
- Plan and moderate tests to evaluate Section 508 compliance.

User Experience Lead, Director of Creative Services, and Senior Project Manager, WestLake Consulting Group and Lucidea, Washington, DC, 1998 – 2006

User Experience and Web Content

- Designed and conducted usability test plans for dynamic Web sites.
- Defined targeted user groups and task scenarios.
- Recruited representative participants for usability tests.
- Collected usability test data and converted the results into client-friendly reports.

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- Designed user interfaces and content conversion plans for online applications.
- Documented design and usability requirements for Web sites.
- Wrote and edited content for client and corporate marketing products, including Web sites, proposals, brochures and advertisements.
- Optimized Lucidea's Web site content for search engines. Traffic increased tenfold within six months.
- Wrote user documentation for clients and their Web site audiences.
- Trained clients to update their sites using custom Web-based applications and Dreamweaver templates.
- Taught client and public seminars in online marketing techniques.

Project, Account and Team Management

- Founded, hired and managed an eight-person Creative Team responsible for graphic design, navigation, content, and front-end coding of online and print products.
- Managed user-centered design projects with budgets ranging from \$20K to \$200K for nonprofit, government, and corporate clients. Projects were consistently delivered on time and within budget.
- Sold more than \$500K of new business to existing clients between 2003 and 2005.

Lead Designer, Interactive Development Corp. (IDEV), Silver Spring, MD, 1997–98

- Managed up to five Web design projects simultaneously. Also managed vendors and freelance creative staff.
- Designed Web interfaces for eight nonprofit and e-commerce sites.
- Created e-marketing campaigns. During a campaign for a gourmet food site, traffic rose by 200 percent in a single day.

Freelance Writing Instructor, USDA Graduate School, Washington, DC, 1996–97

- Developed and taught ten-week courses in Travel Writing, Practical Writing and College English Preparation to adult students.

Research Associate, Electronic Text Center, University of Virginia, Charlottesville, 1995–96

- Taught scanning techniques, digital image manipulation, and Web design to faculty and students.
- Tagged electronic texts for inclusion in the online archive.
- Wrote and designed online documentation for users of E-Text Center CD-ROMs.

Graphic Designer, PriceWaterhouseCoopers, Washington, DC, 1994–95

- Designed newsletters, slide presentations, and proposal covers for clients and internal staff. Final deliverable was a four-color brochure for the Department of Housing and Urban Development, distributed at a White House press conference in 1995.
- Proofed all copy in creative team deliverables prior to client delivery.
- Developed curriculum and taught seminar on business writing and editing to employees.

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Documentation Services Specialist, The Acacia Group, Washington, DC, 1989–93

- Managed technical and user documentation projects for the IMS department.
- Planned project schedules and annual budgets for the documentation team.
- Wrote and designed 15 user manuals and reference guides for sales and support staff nationwide; user-tested documentation at field offices.

Education

- M.A. English Literature, University of Virginia, Charlottesville, 1997
- B.A. Writing Seminars, The Johns Hopkins University, Baltimore, MD, 1989
Awards: Louis Azrael Fellowship in Communications, Dean's List.
- Undergraduate Italian Studies, Syracuse University, Florence, Italy, 1988

Professional Awards

- National Cancer Institute Certificate of Appreciation, 2007

Professional Memberships

- Usability Professionals Association (DC Chapter Secretary and Election Chair)
- DC Web Women (Program Committee)
- DC Information Architects