Lisa Ratner

Transportation Design Researcher

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Lyft
UX Research
San Francisco, July '18- present

- I will be leading the Listen & Learn program, a rolling studies format that enables stakeholders across teams to gain insight through 2 week lightweight user research sprints.

Greenfield Labs (Ford + Ideo + Chariot + Gehl)
UX Research & Design
Palo Alto, July '16- June '18

- Foster innovative practices at Ford by applying user-centered design thinking and developing direction around their mobility offerings.
- Orchestrated a design research testbed shuttle line to user test 20+ prototypes ranging from vehicular to digital products to business services.
- Led user research on Chariot's first microtransit public agency partnership pilot which helped identify future business markets. Defined success with stakeholders, set KPIs, and established qualitative and quantitative data collection methods. Analyzed comparative microtransit case studies. Contributed to the designs of an inclusive rider app, driver app, dispatch tools, customer service, and created a test plan assessing interoperability with our algorithm.
- Spearheaded the National Street Service Street Ranger program with Gehl Studios. Crafted curriculum engaging the community to enhance their streets to be more human-centric.

Code for America Fellowship
UX Research & Design
San Francisco and Long Beach, Jan - Dec '16

- Led research and design on a business portal helping entrepreneurs and city staffers navigate the process of starting a business in Long Beach.
- Curated an analytics dashboard that aggregated our data collection methods and visualized key data stories policymakers desired.
- Spearheaded an analytics club that brought together key stakeholders, socialized the analytics dashboard, and fostered data driven decision making practices.
- Facilitated stakeholder participatory design sessions to co-create solutions, prioritize features, generate user flows, create sitemaps, and design the information architecture.

RideScout (Moovel / Daimler)
UX Research & Design
San Francisco, Jan '15 - Dec '15

- Developed enterprise transportation research for technology to help large organizations achieve their employee mobility goals such as reducing single occupancy vehicle rates.
- Conducted user interviews, mapped out user journeys, strategized user flows, ideated and prioritized features, wireframed solutions, and documented findings.
- Built mobile, Apple Watch, and Heads up dashboard screen prototypes.

Patent (Pending)
Dynamic Connection Management, Ford, June '18

Award
Innovative Use of Technology from American Planning Association, Los Angeles, '17

Frameworks
- User Centered Design
- Inclusive Design
- Participatory Design
- Design Thinking
- Lean and Agile
- Mobile First
- Content First
- Gamification

Methods
- Contextual inquiry
- Case Study Analysis
- Intercepts
- Bodystorming
- Service Blueprints
- User Journeys
- Flipbooks
- Survey Design

Technical Tools
- Post-its and pens
- Sketch
- Invision
- Typeform
- Intercom
- Databox Analytics
- Zapier
- Trello
- Photoshop
- UserTesting.com
- Axure
- Final Cut Pro
- HTML / CSS

UX Consulting Projects

Keas Health Management Technology

- Transformed the CDC Diabetes Prevention Curriculum into a gamified mobile app.

Responsive Path Design Consultancy

- Collaborated with a UX team of 5 to design to deliver a responsive web design using Axure.

Integrated Media Boutique
Owner and Content Producer
Oakland, '08 - '14

- Web Designer, Photographer, Video Producer, Media Marketing Strategy for small businesses and non-profits

Teaching

General Assembly
UX Expert in Residence Teaching Assistant
San Francisco, Feb - Oct '15

- Lead wireframing and prototype tool tutorial.
- Helped students strategize and construct their capstone project.
- Highlighted best practices, relevant articles, and provide thoughtful feedback on their deliverables.

Digital Media Academy
Curriculum Designer & Instructor of UX, Web Design, and Video Production
Stanford, '09 -'14

- Designed the curriculum and taught UX Research and Design, Photography, Video Production to high schoolers.

Education

Scripps College
Claremont, CA, '08
Honors B.A. Media Studies
80 page thesis on how foreign art-house films changed american censorship laws
Tisch NYU Film School
Study Abroad in Paris
Summer '07

UX Certifications

Copenhagen Institute of Interaction Design (CIID)
Speculative Design '15
Qualitative Research, '18

IDEO U
Design Thinking, '18

General Assembly
Visual Design, '15
UX Design, '14

Urban Planning Certifications

University of Amsterdam
Bicycle Urban Planning, '15

UC Berkeley
City Planning, '13

Organizations

SF Transit Wonk Happy Hour
Organizer '16-present
UX Book Club Meetup
Co-Organizer '13-'15
XXUX
SF Transit Riders
SPUR

Interests

Bike / Ped Infrastructure Advocacy
Improv
Spanish
Independent Film