

Larissa Schwartz

Creative Technologist

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Experience

Summary of Qualifications

Over 15 years of experience with all stages of digital design and development. From user and stakeholder research, business and competitive analysis, requirements gathering and documentation, to design, prototyping, production, usability testing and ongoing support.

Skilled manager of complex analog and technology projects - agile, waterfall, hybrid - with teams comprised of business owners, subject matter experts, user experience and interface designers, researchers, developers and outside vendors for both small and large organizations.

Independent Consultant 2006 - PRESENT

Strategic digital and management consulting, user experience design and training, project management services for businesses and nonprofits.

Engagements: Defining and aligning organizational objectives, technology and user needs. Business analysis, requirements gathering, user experience and information architecture design for applications and digital commerce. Concept to completion project and implementation management.

Agencies: Aquent, Cramer, Jack Morton, Lorel Marketing, Office of Experience

Clients: Analysis Group, Harold Grinspoon Foundation, Liberty Mutual Foundation, Manduka, Mercer, Moody's Analytics, Trustees of Reservations

User Experience Design Lead / PrismHR 2016 - 2017

Lead sustained effort to improve user experiences across business- and consumer-facing applications by broadening team membership and standardizing discovery, design and delivery processes.

Senior Interactive Solutions Consultant / Aon Hewitt 2011 - 2014

Leverage business and technical expertise to create innovative digital and conventional, employee-focused solutions for Fortune 100/500 clients

Lead discovery and requirement gathering efforts, design and deliver communication campaigns to drive change and increase engagement

Facilitate process improvement and implement project management methodologies resulting in increased profit margins by 10% year-over-year

Web Services Director / Fielding Graduate University 2002 - 2005

Manage web marketing and communication activities, improve online user experience, and increase marketing integration throughout the University Plan and implement email marketing, online giving and shopping microsites

eCommunications Consultant / Hewitt Associates 2000 - 2002

Lead web strategy, electronic communication and branding, online learning, change management, and business process improvement initiatives

Regional creative services team manager (seven direct reports)

Education

Peter F. Drucker School of Management / MBA 1998

Creator/Editor 'The Tenth Street Journal', online and printed publication
Marketing Manager, International Student Business Association
Communications Manager, Graduate Management Student Association

Brooks Institute of Photography / BA 1992

Visual Communication
Commercial and Scientific Photography

Tools & Technology

Adobe CS, Axure, Balsamiq, Basecamp, Bootstrap, Drupal, Google Analytics, HTML5, JavaScript, Jira, Joomla, MS Office, Optimizely, Pens/Pencils, Slack, Trello, Usertesting.com, Visio, WordPress, Zoom

Awards & Associations

EHealthcare Leadership, Best Hospital Website: www.swchildrens.org
25th Annual Higher Ed Marketing Report Silver Place: www.fielding.edu
WebAward Redesign Standard of Excellence: www.analysisgroup.com
Aquent UX Expert Network Program Founding Member
User Experience Professionals' Association (UXPA) Member
International Association of Business Communications Former Board Member and Website Manager