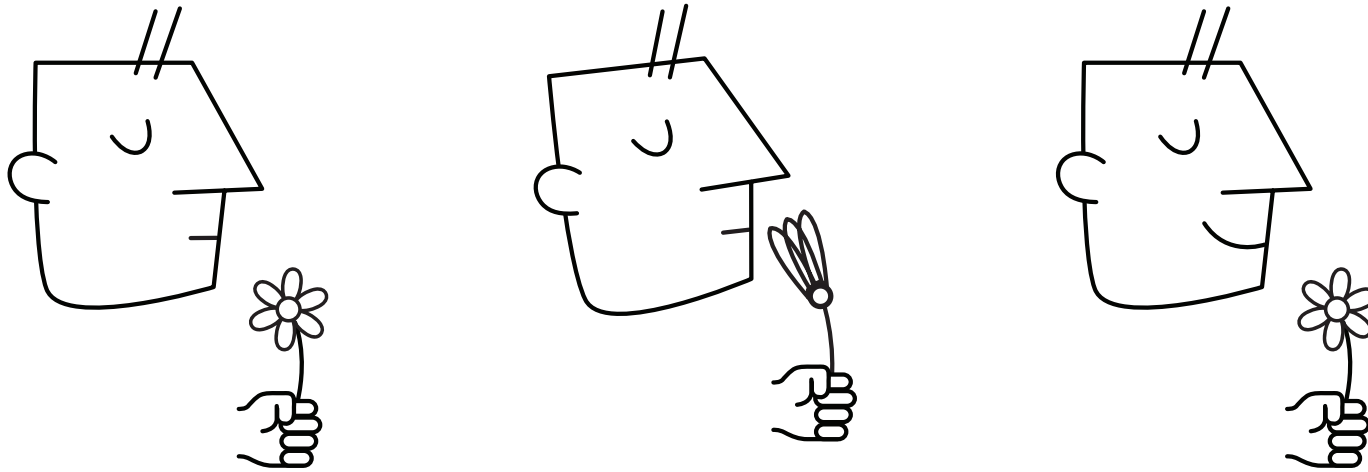


Lisa Johnson



EXPERIENCE DESIGNER

UX.CX.EX.SD

CURRICULUM VITAE

CONTACT

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Portfolios www.hellolisajohnson.com.au
www.flightcreative.com.au

TERTIARY EDUCATION

2006-08 Graduate Diploma of Professional Writing and Editing (CAE)
1998 Newscorp AWARD Advertising and Copywriting School (Clemenger)
1994-97 Bachelor of Arts (Interior Design)(Hons)(RMIT University)

POSTGRADUATE EMPLOYMENT HISTORY

2020 Telstra - Experience Design Lead - Contract
2019-20 Australia Post - Service Design Practice Lead - Contract
2018-19 Medibank - CX Practice Lead - Contract
2018 Deloitte Digital - Director - Experience Design
2017 RXP Services - UX, CX - Contract (Client: Origin)
2017 Paper Giant - CX - Contract (Client: Sensis)
2015-16 We Are Digital - UX, Copywriter - Contract (Clients: Cbus, AHPRA, Firbank, NAB, Choice)
2001-15 Flight Creative - Design Studio - Founder, Creative Director, Copywriter
2000-02 RMIT University, Department of Architecture & Interior Design - Design Lecturer

DESIGN & BUSINESS AWARDS

Brand Licensing Europe Awards, Best International Licensing Property - Finalist
Create Desktop Design Awards, Publication Design - Finalist
MADC Awards, Best Corporate Identity - Bronze Award
Port Phillip Business Awards, Excellence in Marketing & Young Entrepreneurs Award - Finalist

DESIGN STUDENT AWARDS

Country Road Design Award - Finalist
Woods Bagot Interior Design Scholarship - Most Outstanding Second Year Student
RMIT Interior Design Student Award - Most Outstanding First Year Student

DESIGN PUBLICATION FEATURES & EDITORIAL

Dumbo Feather, Issue 19 (Small Giants)
Best of Brochure Design 8 (Rockport Publications)
Best of Business Card Design 6 (Rockport Publications)
Monument - Architecture & Design, Issue 55 (Pacific Magazines)
Inside - Interior Review, Issue 21 (Niche Publishing)

EXHIBITIONS

International Exhibition of Brand Identity (Eisner Museum of Advertising & Design, USA)
After Image (RMIT Alumni)(Span Gallery, Melbourne) - Exhibition Co-ordinator
INDEX Exhibition and Publication (RMIT University) - Design Team Co-ordinator

JUDGING

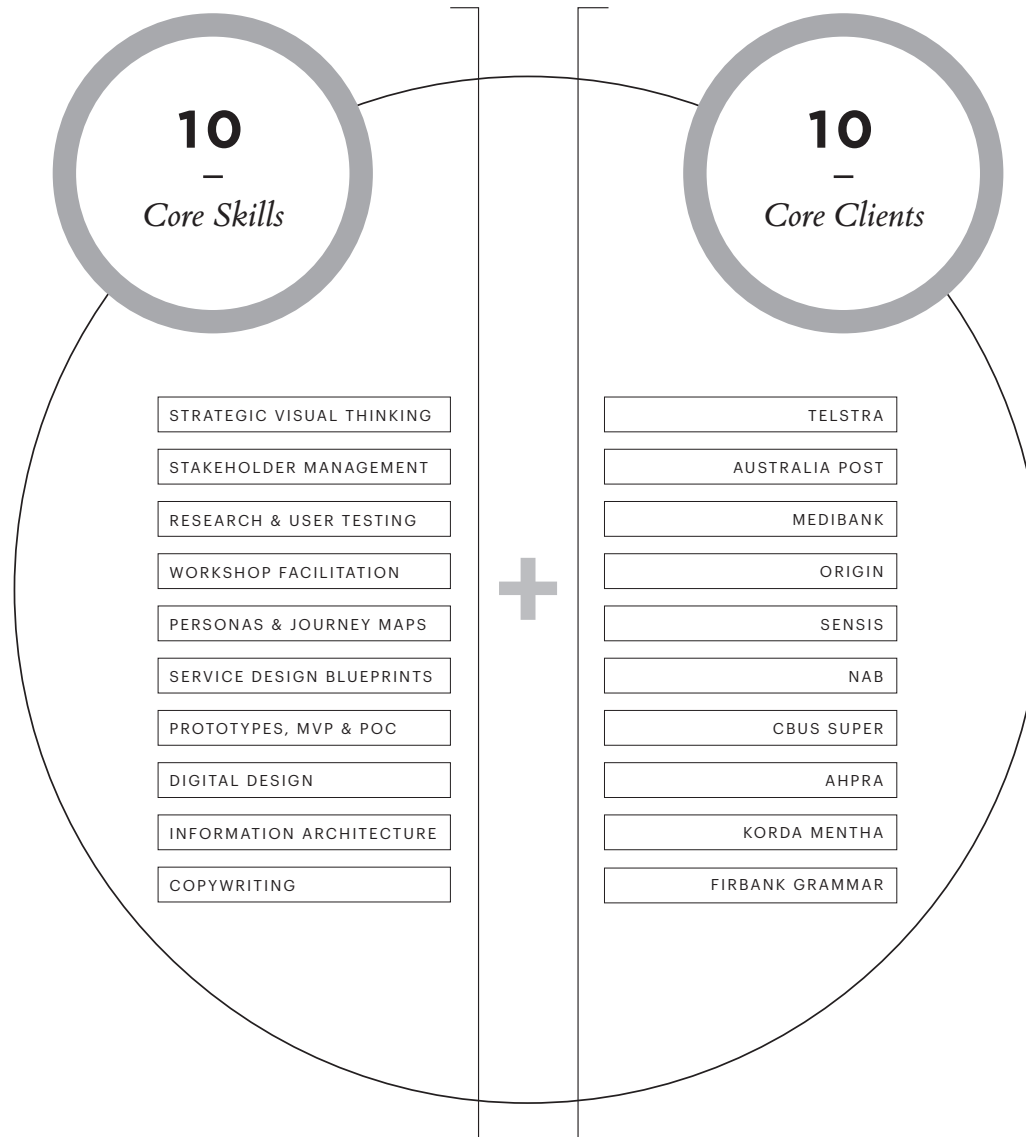
Bachelor of Arts - Final Year Interior Design (RMIT University) - Guest Panel Assessor
Inside Interior Review - Best Retail Spaces - Design Judge

WRITING AWARDS

Bridport Prize UK - Shortlist
Josephine Ulrick Literature Prize - Runner-up
Boroondara Literary Awards - Highly Commended
Greater Dandenong Writing Awards - Third Prize
Page Seventeen Short Story Competition - Winner and Highly Commended
CAE 'Cut Short' Short Story Competition - Shortlist
The Eastern Writers' Group Competition - Winner and Highly Commended

Lisa Johnson

PROJECT EXPERIENCE



UX . CX . EX . SD

REFERENCES

"Lisa is a highly collaborative leader of CX Design and demonstrates best practice across CX ways of working, including customer research, journey mapping and service design blueprints.

Lisa is able to work across all levels of business, representing customers through insights and service design expectations, accommodating commercial needs of the business and engendering CX advocacy with strong stakeholder liaison.

Lisa is able to make CX meaningful for stakeholders by leading workshop design and facilitation, and brings to life new service opportunities by using techniques such as visual thinking and narratives to articulate customer problems and desired solutions.

Lisa is passionate, articulate, creative and engaging. She adapts her style to work pragmatically with people who have diverse technical expertise. She has a curious mind to solve challenging problems."

FRANCA VENETICO
GM of Customer Experience Transformation
Medibank
ph. 0408 033 810

"As CX Practice Lead, Lisa turned a number of stakeholders into strong advocates for the importance of CX leading the customer reforms journey.

This was a testament to her skill in translating CX work into a language that our business could understand, which is something not all experienced CX people can do.

Lisa demonstrated an ability to influence stakeholders by performing regular cross-functional showcases of the work undertaken in her team.

What resonated greatly with people is the way Lisa's strategy communicated the relationship between the employee experience and the customer experience.

Lisa was highly engaging and collaborative with cross-functional stakeholders: from Product, Projects, Strategy, Marketing and the like. I'm pleased to see the contribution she made to influencing operational and strategic deliverables in this space beyond her tenure."

MARGARET CANAVAN
Head of Customer Process Improvement
Medibank
ph. 0400 196 136

"Lisa is a UX superstar. I knew within 30 minutes of meeting her that she would be a true asset to help set up Origin's innovation hub.

Lisa helped to bring the O Hub vision and our ways of working to life, and was instrumental in our early stages.

Lisa is a true collaborator, and works hard to solve business problems by putting the customer and their experience first."

SARAH SIMPSON
Product Development Manager
Origin
ph. 0458 028 547