Lisa Lord

UX PRINCIPLE DESIGNER

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PROFESSIONAL SUMMARY: Principal Designer and UX leader with 19+ years of experience delivering research-driven, scalable digital solutions for complex enterprise systems. Expert in UX research, design systems, and interface strategy, with a proven ability to drive clarity, improve adoption, and reduce workflow friction. Fluent in design and business (BFA + MBA), with deep expertise in UX research, design systems, and interface strategy. Trusted partner to clinicians, engineers, and executives, with a strong record of mentoring designers and elevating team performance.

ACCOMPLISHMENTS: Principal designer responsible for researching, analyzing, and designing the consumer-facing and internal personas for Intermountain Health. Principal Designer for MyHealth+ App, elevating store rating to 4.54 stars and 23% user growth. Lead Designer for Discover®, which earned the Gold Stevie® Award in 2017 at IBA. Dan Fischer, Team of the Year award for Marcom from Ultradent.

WORK HISTORY:

Intermountain Health: UX Principle Designer 2018 to Present

- Lead UX strategy, roadmap planning, and design operations for MyHealth+, My Intermountain, and Service Hub, supporting 1M+ active users within a 90+ person product organization.
- Built and scaled the MyHealth+ Design System; led enterprise research and education initiatives.
- Mentor and lead two designers on MyHealth+, while driving end-to-end experience design for complex scheduling, billing, and health record workflows in collaboration with product and engineering teams.
- Improved MyHealth+ App Store rating to 4.54 stars (82% five-star reviews) and delivered 23% user growth through continuous UX and research-driven optimization. Increased user engagement and adoption monthly from 24% to 80%+.

Senior UX/UI Designer Consumer Experience - 2017 to 2018

- Identified the MVP design roadmap for the launch of the new MyHealth+ patient portal
- Created a new production process and tracking within Jira for the design team. Implemented education and training for the product and design teams. Design support for the MyHealth legacy portal.

InMoment: Senior UX/UI Designer - 2015 to 2017

- Built and mentored a team of two designers to strengthen UX capability.
- Led design for Discover, winner of Gold Stevie Award for Best New Product. Developed advanced personas, journey maps, and B2B ecosystem product maps across industries.
- Partnered with enterprise clients (Tiffany & Co., Tesco, Caesars, Hawaiian Airlines, Brinker International) to shape product strategy.

StayWell: Senior UX/UI Designer 2014 to 2015

- Directed UX strategy and roadmap for StayWell's enterprise products, aligning design initiatives with business goals and client needs.
- Established and scaled the UX team and design operations, creating standards, personas, and training that accelerated cross-functional adoption of user-centered practices.
- Championed client education and engagement programs that improved usability, accelerated implementation timelines, and increased adoption rates.
- Oversaw UX research, content strategy, and design for the Diseases & Conditions Library, a core product supporting revenue growth for national healthcare clients.

EDUCATION:

Master of Business Administration (MBA), University of Utah
Graduated with a 3.7 GPA

Bachelor of Fine Arts (BFA), Visual Communication Design – Weber State University
Graduated with a 3.6 GPA

PROFESSIONAL CERTIFICATIONS:

Nelson Norman Group - Certicate in User Experience with specialty recognition in UX Research

SKILLS:

Team Building & Leadership
Communication Skills,
Problem-Solving & Analytical Thinking,
Collaboration & Cross Functional Coordination,
Design Strategy & Research,
Conceptual Design,
Art Direction,
UX/UI Design,
Wireframing & Prototyping,
Mobile App Design,
Adobe Creative Suite,
Design Implementation,
User Centered Design