

Lisa Cox

ADDRESS

15 Royal Lane
West Drayton
Middlesex, UK
UB7 8DN
+44 (0) 7944 848 509

E-MAIL

lcox@culturesense.net

OBJECTIVE

Seeking a consulting role that will effectively maximize 17 years of experience as senior design strategist developing solutions for brand initiatives.

CONSULTING PROFILE

- A creatively strategic consultant with holistic design skills and focus on designing for optimal employee experiences.
- Knowledge of organizational development issues includes organizational culture, strategic design thinking, and change management.
- Superior communications skills. Experienced at influencing change by analyzing client needs, working with international and cross-functional teams, and building relationships.
- Highly skilled at needs assessment and defining scope of client problem.
- Excels at client engagement and presenting to client teams.
- Strong client-side background provides valuable insight to client needs and challenges.
- Gained valuable combination of multicultural and international insights during time spent living in the UK.

EDUCATION

MA DESIGN & BRANDING STRATEGY (earned with Distinction)

2006-2007

GPA 3.8, Brunel University, London, England

- Objectives of this Master's degree included engaging with high-level skills and creative thinking to plan and communicate strategies for successful corporate brand strategy, innovation and transformational change
- In-depth research and thesis examined the role of emotion in the organization and the employer-employee relationship

BACHELOR OF FINE ARTS, Visual Communication

1991

Atlanta College of Art, Atlanta, GA

PROFESSIONAL EXPERIENCE

Strategy

- Established and managed team processes to create a district level employee recognition program resulting in increased production and improved employee morale during company downsizing.
- Created a product design strategy for packaging system for a multi-product software company.
- Provided brand solutions for packaging, point of purchase, software interface, product literature and other marketing communications global software company
- Strategic design for user interface, web site organization, functional interface design, workflow, and navigation systems for proposed Wireless Service Suite application.

PROFESSIONAL EXPERIENCE - continued

Client Management

- Lead client staff to become a focused team, highlighting individual team member strengths and fostered success and motivation for the design team of a software company.
- Provided needs assessment and strategy for brand deliverables for broad spectrum of client projects.
- Coached client and defined brand vision to enable transformational change to take the business to the next level for a growing start up.
- Adapted and created new processes for technical procedures and training of graphic designers.

Project Management

- Managed ethnographic research, interviews, focus groups, training, analysis and presentations for various consulting projects.
- Managed and redesigned business processes to support strategic brand objectives for growing start up. Provided management for web site re-development and produced brand design deliverables.
- Established design direction, directed the efforts of designers and software developers to assure uniformity and consistency in communicating strategic objectives, brand appearance and treatment for all aspects of the products.
- Provided design direction and managed the design process at a startup software company during an explosive growth period, including managing marketing communications, advertising, and web site design.
- Negotiated and managed budgets, pricing and terms for print production; coordinated all creative production and provided project management.

EMPLOYMENT HISTORY

CONSULTANT (Independent) CultureSense, Ltd. London, England	2007- present
SR. DESIGNER/ART DIRECTOR Sage Software, Inc. Atlanta, GA	2002-2006
STRATEGIC DESIGN CONSULTANT Lisa Cox Design, Atlanta, GA	2000-2002
GRAPHIC DESIGNER Novient, Inc. – Acquired by Aderant, Inc, Atlanta, GA	2000
GRAPHIC DESIGNER AT&T, Inc. – formerly BellSouth, Inc., Atlanta, GA	1993-2000

PAPERS

Emotional Internal Branding: Making Emotional Connections with Employees

Brunel University Master's Dissertation, *Distinction awarded 11/07*

Designing Employee Experience: A Resource Based strategy for Competitive Advantage

Design Management Institute European Academic Conference 08, Paris, April 2008

REFERENCES AVAILABLE UPON REQUEST