

# LISA NAGAMINE

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## PROFILE

An ideation collaborator, global team manager and admirer of design with strong business acumen and vast experience in analytics, consulting, operations, project management, diplomacy, and sales. Manager of cross-functional teams that have achieved extraordinary results in multiple international business and (semi) government environments, B2B, B2C. Extensive experience in generating quantitative and qualitative research, critical competitive market insights, and engagement with enterprise-level clients, executives, and board members. Uniquely adept at product strategy development, UI/UX/CX generalist and streamlining processes so diverse teams can consistently achieve supra-optimal outcomes. Has worked in 5 countries across 9 industries Technology, Finance/Fintech, Semi-Government, Education, Agriculture, Retail/CPG, Non-Governmental Organization, HR Services, Food Services/Hospitality.

## CORE COMPETENCIES | SPECIALTIES

### Leadership and Individual Contributor:

- International Team Management
- Operations Management
- Sales and Client Management
- P&L and Budgets
- UI/UX and Product Transformation
- Project and Product Management
- Data Analysis
- Market Research and Competitive Intelligence

## RECENT WORK EXPERIENCE

L NAGAMINE BUSINESS OUTSOURCING AND SOLUTIONS (LNBOS), Aptos, California January 2020 – Present

### Part-time Freelance, Sole Proprietor, Market Consultant, UX Design Strategist and Researcher, Project Manager

Inspiring start-ups and small-medium business owners to adapt to the digital age by differentiating their products through e-commerce to thrive during Covid-19. UX strategy, UX/UI/CX generalist, analyzing data, creating optimal customer journeys, marketing impact and sales performance strategies on digital marketing platforms and websites. Consulting on operations and client relationship management improvement.

- Consulted on UX research projects for a mobile app for a B2C fintech cryptocurrency company based in San Francisco, California. Drafted research roadmap, study plans and operations processes. Conducted heuristic and evaluative research.
- Managed UI/UX design/research and usability testing for development of a music industry-changing ecommerce website.
- Performed competitive product analysis of pest control apps. Created a pest control mobile app prototype from concept to prototype testing. Utilized UX generative and evaluative research methods, applied product design theories and created a low-fidelity prototype. Created persona, usability studies, and journey-mapping; conducted ethnographic field research.
- Conducted UX research to optimize user journey impact for design and development of a fitness ecommerce app; collaborated with a designer to create a high-fidelity prototype.
- Worked with a boutique full-service digital agency based in North Carolina. Agile methodology, user interviews, usability studies and products tests. Improved design and product-testing operations resulting in 50% improved time efficiency and 30% cost savings.
- Consulted on brand consolidation and customer management processes for a client based in San Diego resulting in improved client relationships and repeat business rate to 30% from 10%
- Amalgamated email lists and created digital email marketing campaigns on Shopify for an apparel company; increased click rate by 30% and online revenue by 300% during Covid-19. Created strategies and executed marketing campaigns on Facebook and Instagram; increased visibility by 500% and grew online revenue for these channels by 100%.

META, FACEBOOK, Remote/Menlo Park, California

August 2022 – July 2023

### Senior UX Researcher V+, Qualitative

Worked within the Facebook Social Experiences pillar managing a cross-functional, multi-team coverage Rolling and Rapid Research program. Assessed research projects, coordinated vendor relationships, and conducted UX research on new 0 to 1 concepts and designs, including the generative AI space. Study results were shared with a partnering UXR, stakeholders, and senior leadership to influence strategic product development decisions.

- Collaborated with internal research partners across multiple teams to conduct the best quality research for actionable insights to design the best experience for Facebook group Administrators and Members.
- Focused on qualitative moderated and unmoderated research for early-concept testing, usability testing, A/B testing and copy content, cognitive testing. Produced screeners, research questions, analysis and reports.
- Collaborated with the design team to establish best practices for a UX Champion company-wide program on notetaking for in-depth interviews.

INDEED, Remote/San Francisco

February 2022 – November 2022

### **Senior UX Researcher, Qualitative**

Worked within the SMB Lab's space, conducting eight (8) research studies on new 0 to 1 concepts and designs for a B2B platform and app. The results were shared with senior leadership teams and multiple stakeholders at the company, including the CEO and various product leads.

- Collaborated with designers and product managers to roadmap research and devise study plans that were effective in gleaning valuable user insights.
- Developed a complex diary study plan for a foundational research project that included the use of a new vendor for recruiting and a platform tool to glean better quality test results and project insights.
- Successfully guided designers and a content strategist through two web concept and user interface prototype test plans utilizing mixed methods that resulted in MVP improvements in time for a B2B product launch.
- Defined research study methodologies, conducted fundamental, generative and evaluative research.
- Performed synthesis and analysis, reported-out to stakeholders on research findings with design recommendations, and published a blog.

CAPITAL ONE, Remote/McLean, Virginia

October 2021 – January 2022

### **UX Researcher III+, Mixed Methods**

Successfully filled a research team gap for the Pay and Move Money B2C team until backfill position researchers onboarded. With only one week hand-over to adopt multiple projects, completed onboarding and one full project to synthesis during the contract period. Collaborated on two additional active projects and discussed potential research with three more stakeholders. Covered six projects in total with hand-off to the new permanent team.

- Developed Kano Method data input, analysis and visualization template for the immediate UX research team.
- Conducted Kano survey, analysis and report-out on a bank application feature project.
- Initiated diary-study and knowledge-mapping projects with stakeholders.
- Collaborated in conducting moderated interviews and synthesis process.
- Collaborated with designers and product managers to ideate and develop potential research studies with varied approaches and research methods including Diary Study, Max Diff, prototype usability testing.
- Recommended research operations, methods and process improvements to the Senior Manager for research quality and operational efficiency.

LOOKBACK .IO, Remote/Santa Cruz, California

April 2021 – May 2021

### **UX Researcher, UX Research Fellow**

Building connections, listening to talks, and participating in discussions with highly respected UX leaders and the UX Research community - supported by Lookback and its suite of research tools for usability testing and user interviews.

INTERNATIONAL DATA CORPORATION (IDC), Remote/San Mateo, California

January 2012 – August 2020

### **Research Manager, Worldwide Lead Analyst / Researcher, Mixed Methods**

Managed the IT industry market research and operations of a syndicated quantitative product covering worldwide IT and Business services, tracking: vendor revenue, market share, TAM, market forecasts, cloud, and security segmentation. Performed worldwide quantitative and qualitative research, business research and data analysis, SWOT, drafted reports and published press releases. In charge of client-facing interactions including B2B sales and marketing.

- Led the strategic operations of a remote global team of quantitative and qualitative analysts in 50+ countries in 9 regions through data product transformation, product enhancement, data collection processes and data quality improvement. Managed all areas of product development including vision, concept, planning, implementation, strategic direction, problem-solving, resource allocation and roadmap, database development, data processing, statistical analysis, and delivery; improved internal process efficiency by 80%. Collaborated on enterprise level B2B custom projects.
- Improved and evangelized market size calculations methods and research methodologies: conducting surveys, questionnaires, interviews, desk research and competitive analysis. Managed top-down, bottom-up data reconciliation, performed data quality checks and increased client satisfaction by 50%.
- Responsible for product P&L and budget. Exceeded annual product sales targets by 20% annual revenue in 2019 by liaising with sales teams and presenting to executive level enterprise clients.
- Increased coverage from 60+ to 400+ vendors, leading to data quality improvement by 200% and subscriptions growth by 30%.

- Partnered with database software engineering and production teams to develop innovative solutions for delivering web-based content for an optimal B2B customer experience. Established seamless client publication procedures, mitigating data delivery errors by 100%.
- Grew research team from 16 analysts to 70+ analysts worldwide.

## PRIOR WORK EXPERIENCE

ALISS TRADE SOLUTIONS LIMITED, Wellington, New Zealand

October 2007 – January 2012

### **Managing Director, Consultant, Sr. Project Manager**

Owned a consultancy company catering services to semi-government and government entities at the executive level offering front and back-office solutions.

#### ***Trustees Executors Limited***

- Consulted on a deposit reconciliation project: conducted deposit audits, identified and quantified unmatched client deposits, matched over \$100M NZD in previously unreconciled funds. Improved data entry, record reconciliation and reporting processes. Presented written recommendations for further improvement.

#### ***Accident Compensation Corporation (ACC)***

- Performed fund management accounting operations checks and reconciliation to assure asset managers were spending ACC-approved funds.

BANK OF NEW ZEALAND, Remote/Wellington, New Zealand

August 2005 – June 2007

NATIONAL AUSTRALIA BANK, CORPORATE AND INSTITUTIONAL BANKING

### **Manager of Interest Rate Sales, Debt Markets**

Developed and implemented a new business line for Bank of New Zealand focusing on Japanese domestic fund managers. Orchestrated the first-ever front-end and back-end sales with semi-offshore settlement operations dealing directly with Japanese domestic buy-side firms. Clients included: Daiwa Asset Management, DLIBJ Asset Management, Nomura Securities, Daiwa Securities, etc.

- Created New Zealand/Australia regional strategies for the sales and marketing of fixed income and derivative products into Japan-based domestic institutional investors; built client base from 0 to 28 large active clients.
- Generated fixed income flow of \$1B+ and derivative product flow of over \$1.3B, accomplishing 300% of target half year over half year.
- Fostered critical relationships by coordinating client visits with the Reserve Bank of New Zealand, debt management office and various local economists for maximum relationship-building impact.

WELLINGTON SECURITIES LLC, Wellington, New Zealand

July 2004 – June 2005

### **New Zealand Office Manager, Senior Sales Trader, Equities**

Managed the operations of a boutique securities firm: front-office agency trading desk, company and market research, back-office services, and IT-related functions. Contributed to the company's strategic business planning process. Clients included large institutional hedge funds and value funds in Asia.

- Generated high-volume order flow of \$100M+ daily and outperformed in price execution. Liaised with client's traders, portfolio managers, and executing brokers. Clients included large institutional hedge funds and value funds in Asia.
- Individually generated commissions in excess of \$1M by performing outsourced trading services, resolving client queries and back-office settlement issues. Largest single order \$170M NZD.

SELF EMPLOYED, Honiara, Solomon Islands

June 2001 – June 2004

### **Contractor, Consultant, Project Manager, Diplomatic Status**

Managed several projects to support humanitarian efforts and local businesses in the Solomon Islands during civil unrest.

#### ***New Zealand Agency for International Development (NZAID)***

- Wrapped up a \$70M NZD NZAID-sponsored police project, establishing inventory lists, disbursing assets, settling accounts, and negotiating property leases.

#### ***National Bank of the Solomon Islands (NBSI)***

- Significantly improved a global B2B and B2C website for content and flow by liaising with management and technical staff. Reduced bounce rate by 50%, improved click-through rate by 30%. Conducted heuristics and qualitative research studies.

#### ***Battered Women and Children's Refuge Centre, Charity Project***

- Managed a rainwater collection project by raising funds, sourcing local suppliers, and building contractors.

**Assistant Vice President, Sales Trader, Equities**

Managed a portfolio of top-tier offshore clients with an average daily trade volume of \$300M+ USD, including buy side and hedge funds, provided stock market insight, research highlights and trends. Excellent performance of agency exchange trade executions and block trades. Clients included: Janus, Fidelity, Royal Skandia, NITC, Platinum, Wellington Securities, etc.

- Executed trades directly to market and managed agency trades for high-performance price execution within 20 basis points of VWAP (average performance +/- 13 basis points of VWAP) and off-market block trades.
- Managed largest single order \$70M USD with an average daily trade volume \$300M+ USD.

INSTINET JAPAN LIMITED (REUTERS BROKERAGE COMPANY), Tokyo, Japan,

October 1998 – March 2000

**Sales Trader, Equities**

Managed offshore clients for an agency securities brokerage firm marketing a B2B PaaS proprietary trading system. Liaised with client's trading desks daily and performed agency institutional sales trading functions; researched companies and news, quoted stock price bids/offers, traded block orders through proprietary trading systems and phone to outsourced executing brokers. Clients included: Nomura Securities New York, Fidelity, Platinum, etc.

- Covered buy side and sell side clients for agency trading execution generating on average \$10K to \$50K in trade commission daily. Performed agency institutional sales trading; quoted stock price bids/offers, traded block orders through proprietary trading systems and by telephone to executing brokers. Swift swivel-chair trading operation expertise.
- Served as a key team player in developing and improving order routing and day-end procedures.

EARLY CHILDHOOD CENTER at Sarah Lawrence College, Bronxville, New York

Prior to October 1998

**Researcher, Developmental Psychology**

Conducted extensive in-lab studies centered on qualitative methods through observation, play, interaction, and interviews/discussion with children.

- Quantitative research included correlational methods conducted in a naturalistic environment.
- Cross-sectional studies with comparisons of behavior between two contrasting early childhood institutions.

HEAD START, Mt. Vernon, New York

Prior to October 1998

**Researcher, Developmental Psychology**

Conducted matching studies for cross-sectional research to compare the behavior and results between two different early childhood institutions in contrasting socio-economic basis.

**EDUCATION**

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Victoria University of Wellington, Wellington, New Zealand

**Master's Degree**, Finance (On hold)

Sarah Lawrence College, Bronxville, NY

**Bachelor of Arts**, Liberal Arts, Concentrations in Economics, Psychology, and Dance

Institute for Social and International Studies, Barcelona, Spain

**Study Abroad Coursework**, Spanish, International Economics, and Politics

Monterey Peninsula College, Monterey, CA

**Course Study**, Business Law

eCornell University, Ithaca, NY

**Certificate**, UX Design, Project and course average 100%

**TECHNICAL SKILLS**

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- Microsoft Suite: Excel, Word, PowerPoint, Outlook, Skype, SharePoint, PowerBI, Visio, Access, Projects
  - Google Workspace: Drive, Docs, Sheets, Slides, Forms, Calendar, Gmail
  - Survey Monkey, Qualtrics, dScout, Userback.io, Lookback.io, Zoom, OBS, Loopback, UserTesting, Qualtrics, Qualboard
  - Reduct, Rev, Figma, Invision, Adobe XD, Lucidchart, Miro Board, Milanote, Mural
  - Jira, Confluence, Asana, Monday.com
  - Bloomberg, Instinet, Reuters, D&B Hoovers, FactSet, SPSS, Salesforce