

## LISA L. TRAGER

### CONTENT STRATEGIST/USER EXPERIENCE DESIGNER

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Lisa Trager is a Content Strategist/User Experience Designer/Information Architect, whose experience working on branded and non-branded websites, intranet portals, video for the web, and marketing campaigns brings a well-rounded understanding of how to get the message across, regardless of the medium. As an expert in developing eMarketing and Social Media solutions for healthcare, pharmaceutical, and financial services clients, she works with clients to develop and execute online strategies that balance the needs of users with business objectives.

With over fifteen years experience in User Experience Design, Lisa's 'tragerstrategy' provides a practical approach for assessing the current state in order to make sound recommendations for the future redesign. Regardless of the complexity of the project or depth of content involved, Lisa's insights and 3-step methodology of Discovery, Analysis, and Design is a tried and true approach, which leverages the brand, helps to define the business value proposition, drives traffic, and integrates the latest online trends for each industry.

Currently, Lisa is working as a Consultant for Prudential Financial Services in Newark, NJ. Recent projects include working with Individual Life Insurance to redesign their branded consumer site as well as the portal used by internal agents, 3<sup>rd</sup> party life brokers, and financial institutions. The PruXpress portal relies upon user-based roles to determine access to sales concepts, marketing materials, external apps and other sites related to selling Prudential's Life Insurance product line. She is also leading an effort within the e-Digital Group to develop company guidelines around social media.

Lisa's previous experience includes working on both the agency as well as client side. Agencies include Porter Novelli and Publicis Modem, both of which are New York interactive agencies. At Publicis Modem, she held the title of Lead Content Strategist and specialized in the healthcare sector by working on accounts for Sanofi Aventis and Sanofi Pasteur. At Porter Novelli her role included Managing Editor. Prior to this, she worked on internet and intranet projects for other Global 1000 companies, which included Novartis, AT&T, International Paper, Schering-Plough, and Colgate Palmolive.

Recent work as a Consultant also includes working with Boomerang Pharma Communications on two separate nonbranded sites for Novo Nordisk that adhered to their mission of *changing diabetes* in both the global arena as well as on a personal level to overcome behavioral obstacles towards managing type 2 diabetes. In addition, Lisa also had a lead role in developing the strategy and solutions for emergent online communities planned within Merck's corporate intranet as well as external business sites.

Prior to working as an Information Architect, she worked on staff at both Thirteen/WNET and NBC. As an Associate Director/Stage Manager, she was assigned to the MacNeil Lehrer News Hour, Charlie Rose, Caucus N.J., Saturday Night Live, News 4 New York, and Late Night with David Letterman, and was directly involved in the production of both live and pre-taped formats.

Lisa graduated from The New School with a Master of Arts in Media Studies and earned a Bachelor of Arts from New York University. She also was acknowledged by the National Endowment for the Humanities by earning a scripting grant for a documentary film about the artists, thinkers, and writers who constituted the bohemians who lived in Greenwich Village just after the turn of the 20th century and influenced the arts, culture and even labor laws, all of which still have influence today.