

Lisa L. Trager

Content Strategist/User Experience Designer

Phone: 201-722-8941

Email: tragester@gmail.com

Lisa Trager is a Content Strategist/User Experience Designer, 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 eMarketing solutions for healthcare and pharmaceutical clients, she works with clients to develop and execute online strategies that will better serve user needs and accomplish business goals.

As a seasoned professional with ten years experience in User Experience Design, regardless of the complexity or depth of the internet or intranet site, Lisa's insight and ability to implement best strategic practices to leverage the brand, drive traffic, and integrate the latest trends in the online interactive space ensures that the collective strategy for design, technology, and information architecture are grounded and reflect the most appropriate online solutions for clients.

Lisa's previous experience includes working for Publicis Modem, a New York interactive agency where she specialized in the healthcare sector and worked on accounts for Sanofi Aventis, Sanofi Pasteur, and General Mills. Prior to this she worked on internet and intranet projects for other Global 1000 companies, which include Novartis, AT&T, International Paper, Schering-Plough, and Colgate Palmolive. Her expertise in the healthcare sector began when she had her own company and consulted for Englewood Hospital and Medical Center, UMDNJ and Dowden Health Media.

Recent work as a Contractor includes working with Novo Nordisk to develop two separate nonbranded sites advocating for *changing diabetes* in both the global arena as well as on a personal level in the way type 2 diabetes patients must overcome behavioral obstacles towards managing this chronic disease. Lisa also had a lead role in developing 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.