

# Lisa Southerland

Look no further, I'm the Project Manager you've been looking for.

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## Technical Qualifications

Software :

Jira Asana  
Github Figma  
Sketch Visio  
Project  
Microsoft Office,  
Adobe Creative Suite

Skills:

HTML SASS  
React Next.js  
JavaScript JQuery  
TypeScript PHP  
Bootstrap NoSQL  
Wordpress SQL

## Education

C.U.N.Y. City College  
of Technology:  
Masters in  
Information Systems  
June 2012


C.U.N.Y. New York  
College of  
Technology:  
Bachelors in  
Computer Science  
June 2010

## Profile

Information Systems professional with a rich history in positions that demand complete understanding and implementation of the SDLC process in a variety of markets including: advertising, entertainment and education.

## Professional Experience

**Owner** at allblackmall, New York City NY

 2023-Present


- Transitioning the shop into a new marketplace for vendors.
- Build plugins to expand client analytics and reporting for management.
- Working with small businesses to create projects including building websites and applications to expand their reach.

**Front-End Developer/Business Analyst** at NYU School of Law, New York City NY

 2018-2022


- Research a variety of platforms/frameworks and data storage for the purpose of creating/designing innovative ways to distribute content for a Learning Management Systems.
- Research and test data modeling for data analytics interpretation and interaction.
- Create a selection of WCAG compliant, responsive themes with varying UI/UX concepts to appeal to many demographics.
- Create wireframes, test cases, test plans, and corresponding documentation.

**Freelance Software Developer**

 2016-2018

- Create, customize and deploy web applications, themes, templates and extensions using LAMP stack.
- Develop UI/UX meeting client's expectations and drive customer interaction using HTML, CSS and Javascript.
- Create efficient and well-documented code.
- Work closely with all team members to ensure scalable, optimized and timely deliverables.
- Create solutions for third-party (ERP) integrations.
- Create comprehensive test cases and test plans.

**Fullstack PHP Developer** at New York Festivals, New York City, NY

 2015 - 2017

- Working directly with the Owner and President providing data analytics and reporting mechanisms for marketing and production initiatives.
- Partner with Project Manager to initiate, drive and implement user-friendly, scalable solutions.
- Responsible for building, updating and maintaining the company's E-Commerce websites and applications.
- Application and client support.



- Create training documentation, knowledge base and video tutorials.
- Generate ad-hoc reports for Senior Management.

**Information Systems Contractor/Developer** at ESP DISK, New York City, NY  
2013 to 2015

- Direct and manage all aspects of SDLC: develop scope, access risk, hiring of personnel, create timelines and ensure completion of all deliverables and projects.
- Responsible for the design, creation, updating and maintenance of the company's E-Commerce website, intranet and new artist's websites.
- Gather and capture business requirements using various techniques including JAD sessions, UML Diagrams, storyboards/wireframes and rapidly built prototypes, Visio BPMN for business processing diagrams, MS Project for scheduling, SharePoint for project repository and Git for code repository.
- Create Test cases, debugging and documentation.
- Create and implement data solutions that streamlined processing through automation.
- Train staff and provide documentation.
- Generate ad-hoc reports for Senior Management.

**IT Support Specialist** at MJM Creative Services, New York City, NY  
2008 to 2012

- Built web based templates and prototypes for various projects using LAMP stack and VB, C#/ASP Net.
- Designed, built and updated company Intranet using custom CMS.
- Primary technical contact for critical issues for a marketing and communication agency with multiple locations.
- Resolved technical software/hardware failures in a timely manner, automated application monitoring tools, and provided technical expertise for application upgrades and integration.
- Prepared technical training and process documentation for knowledge base to aid with day-to-day support issues.
- Established in-house and online application training for staff and project members.
- Create and administer local databases for individual departments.