
Lisa Baggerman Hazen

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WORK

Founder/President, Lisa Hazen Design & Editorial // April 2006 - present
Managed site design, writing, and Internet marketing for a diverse client base, including HarperSanFrancisco, author Sara Paretsky, HOW magazine, Chronicle Books, The National Center for Lesbian Rights, and more. Complete portfolio available at: lisahazen.com.

Web Director, Chronicle Books // July 1998 - April 2006
Responsible for managing the content, ecommerce, marketing, design, and overall vision of the Chronicle Books Web site (www.chroniclebooks.com) Under my management, sales increased more than 1000%. I managed two site-wide redesigns to great acclaim, wrote and managed enewsletter marketing. Developed individual Web marketing plans to suit Chronicle's diverse book collection.

Author, *Web Design That Works: Secrets to Successful Web Design* // November 2000 - April 2001
Profiled 20 different exemplary Web sites, defining the elements that made them successful. Published by Rockport Publishers in November, 2001, 144 pages.

Author, *Design for Interaction: User Friendly Graphic Interfaces* // February 1999 - October 1999
Researched, interviewed, and wrote book about user interface design relating to print, product environments, and Web design. Published by Rockport Publishers in August 2000, 192 pages.

Senior Editor/Conference Program Planner, *HOW* magazine // September 1996 - July 1998
Edited five columns and a minimum of three features per issue, attended and reported on technology conferences. Managed the howdesign.com Web site. Planned and staffed annual HOW Design Conference.

Editor, *Art Materials Today* magazine // September 1993 - September 1996
Planned the annual editorial calendar, budget, and direction for this trade publication. Represented the magazine at trade shows and oversaw the editing and production.

EDUCATION

Ohio University

E.W. Scripps School of Journalism

Fall 1989 - Spring 1993

Bachelor of Science in Journalism,

Graduated Summa Cum Laude

Specialization in English, Political Science

SKILLS

Proficient in HTML, Dreamweaver, Photoshop, Illustrator. Working knowledge of Flash, CSS

REFERENCES

Available upon request