


# Christopher Lysy

## Education

 MA, Sociology (2007)  
The George Washington University  
Washington, DC



BA, Sociology & Criminology (2003)  
The University of Maryland  
College Park, MD

## Work Experience



Lysy Design  
June 2016 – Present  
Founder, Owner,  
Evaluator, Designer,  
Content Marketer

Currently leading an independent digital communications, content marketing, and design consultancy. Combining skills in illustration and design with over 13 years of research and evaluation experience and training.



Westat  
November 2009 – June 2016  
Analyst, Evaluator and Data  
Visualization Design Specialist

Worked across a variety of federal and international projects providing data analysis, technical assistance, new media strategy, report design, and visualization support.



North Carolina Partnership for  
Children (Smart Start)  
March 2008 – November 2009  
Program Data Specialist

Provided extant data collection, analysis, and technical assistance support for North Carolina's statewide early childhood organization.



Phase 5  
September 2007 – February 2008  
Research Analyst

Supported a variety of data collection and analysis tasks for a small Ottawa, Ontario based market research firm.



Westat  
January 2005 – August 2007  
Research Assistant

Provided internal systems documentation support for a large scale multi-year in-person medical expenditure panel survey.



Klemm Analysis Group, Inc.  
July 2004 – December 2004  
Research Assistant

Supported a variety of projects from an air particulate analysis to a discrimination lawsuit for a Washington, DC based statistician.



Westat  
September 2003 – July 2004  
Research Assistant

Provided data review and editing support for a large scale in person interview study.

## Web Design Highlights



Freshspectrum.com  
Launched 2010  
Cartooning research and  
evaluation.



DiYdatadesign.com  
Launched 2015  
An online digital workshop for  
researchers and evaluators.

## Memberships



American Evaluation Association  
Board appointed member of the  
Evaluation Oversight Task Force



RTP Evaluators  
Member supporting the group with  
data visualization, design, and  
technical expertise.

## Communications Expertise & Qualifications

“In a crowded marketplace, fitting in is failing. In a busy marketplace, not standing out is the same as being invisible.”

-Seth Godin



### Summary

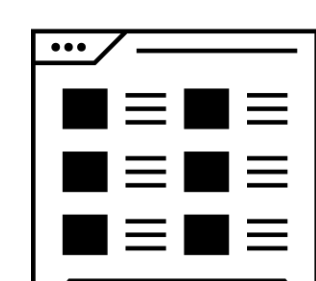
As a master's level researcher, program evaluator, web designer, illustrator, technologist, blogger, marketer, and computer systems analyst I have used my unique background to assume creative leadership roles on a variety of projects. For well over a decade I have taken on a UX design role within organizations unfamiliar with UX terminology, tools, or processes.



### Research and Evaluation

I have a deep understanding and high level of expertise in the use of research and evaluation methods. I have managed large scale data collections, small scale data collections, and extant data collections, analyzing, visualizing, and reporting the results. With a sociological background I also have training in qualitative methodology, having used interviews, content analyses, and process tracing to gain a deeper understanding of target end users.

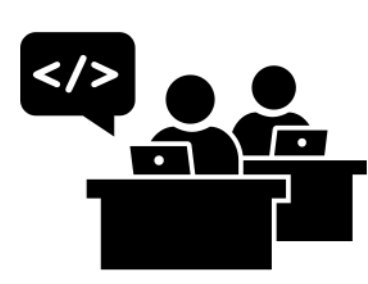
There is much common ground between UX research methods, cognitive testing, developmental evaluation, utilization-focused evaluation, and human centered design. With close to 14 years of practical data experience, I can gather, understand, interpret, and communicate user data in ways most designers cannot.



### Design

The fields of research and evaluation have a well deserved ivory tower reputation. Frustrations with the inability of traditional research dissemination methods to properly reach and engage intended-users lead me to develop design expertise. Heavily influenced by Massimo Vignelli, David Kelley, Edward Tufte, Jaime Levy, Mike Rohde, and Don Norman, I have steadily built expertise in practical design over the last eight years.

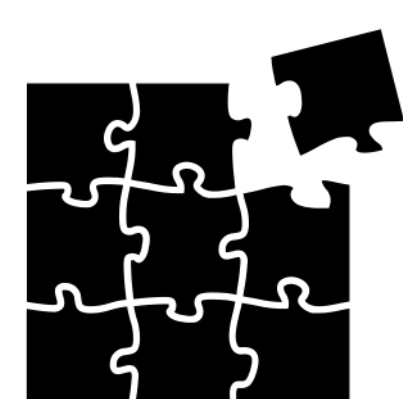
As a designer I have professionally built websites, videos, illustrations, reports, and business strategies. On larger teams the role I assume is often focused on bridging naturally forming disconnects between technical, creative, and project focused individuals, teams, and departments. My favorite design tools include the iPad pro, InVision, Sketch, and Adobe Creative Cloud.



### Technical Systems

Understanding basic code and the architecture of technical systems is a requirement in a digital world. In addition to my own side web development projects, I spent over four years working directly within a computer systems group. I held a systems documentation role and for close to two years I spent most of my time filling the role of a computer programmer.

For most organizations and larger projects, rapid prototyping and wireframing can reduce the workload of often overcommitted computer systems staff. By being able to rapidly test and make changes through the use of interactive prototyping tools prior to implementation, the overall development process can be shortened and the product improved. This requires a basic understanding of system capabilities.



### Project Expertise

While at Westat I was brought into many projects as a fixer. The projects, having followed traditional dissemination or systems development approaches, would need help in modifying their designs to meet the digital and visual needs of contemporary end-users. I would support the teams as a front-end designer and act as a liaison between technical staff, creative staff, and project content experts.

## Publications

“Developments in Quantitative Data Display and Their Implications for Evaluation”  
*New Directions for Evaluation, Data Visualization, Part I, Volume 2013, Issue 139,*  
Autumn (Fall) 2013 Pages 33–51

## Selected Presentations & Webinars

*An Infographic Design Jumpstart* – October 2016  
American Evaluation Association National Conference

*Designing your Digital Workshop* – October 2016  
American Evaluation Association National Conference

*Simplifying Online Course Design* – September 2016  
1Million Cups RTP

*Opening Keynote – Touching the Brain* – August 2016  
Visitor Studies Association National Conference

*Visualizing IDEA Data* – June 2016  
IDC Interactive Institutes on High-Quality Part B Data

*Beyond the PDF: Digital Reporting for a Digital World* - November 2015  
American Evaluation Association National Conference

*Two Part Webinar Series: Show me the Data* – October 2015  
IDEA Data Center

*Webinar: Website and Social Media Analytics* - May 2015  
Visitor Studies Association & Association of Science Technology Centers

*Data Visualization Discussion* – March 2015  
Collaborative Improvement and Innovation Network to Reduce Infant Mortality

*Public Reporting of Section 618 Data: Regulations, Processes, and Pitfalls* – September 2014  
Improving Data, Improving Outcomes Conference

*DiY Data Visualization* – October 2014  
American Evaluation Association National Conference

*Let's Get Writing! Creating, Maintaining, and Sustaining an Evaluation Blog*– October 2014  
American Evaluation Association National Conference

*Data Visualization and Evaluation* – March 2014  
NC Department of Health and Human Services EpiEval Meeting

*Interactivity and Approachable Data* – November 2013  
RTP Evaluators Quarterly Meeting

*Evaluation Blogging: Improve Your Practice, Share Your Expertise, and Strengthen Your Network* – October 2013  
American Evaluation Association National Conference

*Evaluation and Gamification* – October 2012  
American Evaluation Association National Conference

*What to Consider When Choosing a Data Visualization Application or Approach* – November 2011  
American Evaluation Association National Conference

*Web Analytics and Evaluation* – May 2011  
RTP Evaluators Quarterly Meeting