ALICIA LORING

Portfolio: www.leelor.com ◆ ux@leelor.com ◆ LinkedIn ◆ 310-384-1597

SUMMARY

I'm a User Experience and User Interface Designer with 10 years experience in front-end mobile & web. I'm known for my practical approach in creating intuitive, goal-centered applications. I focus on meaningful creativity through a fundamental understanding of the product while bringing effective communication to the table.

Specialties: Interaction design, user interface, user experience, visual design, prototyping, wireframing, research, branding, web and mobile apps, mobile web.

RECENT ACHIEVEMENTS

- Repaired DeviantArt's mobile website navigation experience, which accounts for 30% of total traffic. Introduced modern mobile ad designs that boosted ad revenue on the mobile site by 200%.
- Designed six major features for DeviantArt.com during a 6-month sprint: collections, tags, improved browse and navigation, watch feed, status updates, and curated home page content.
- Collaborated on the release of DeviantArt's new mobile app during a companywide re-branding initiative.
- Spearheaded senior level design of DreamUp.com, DeviantArt's crowd-sourced creative services platform. Created and refined major features pre-and post-launch via user feedback and testing.

EXPERIENCE

UI/UX Designer / DeviantArt, Los Angeles / 2012-2015
Senior level design for DreamUp.com and DeviantArt.com; coordinate with product owners to design web functionality for new products; create and prototype major new features as well as improvement of existing features; work with front-end engineering to implement prototypes and comps.

Lead Web Designer / Mobile Messenger, Los Angeles / 2007-2011
Senior graphic design and development of landing page, portal, and mobile campaigns; design team management, hiring, mentoring and critique; process improvement and implementation; development of new products; creation of corporate promotional and marketing materials.

Designer & Multimedia Specialist / Pharmacy Choice, Denver / 2005-2007
Design of direct mail marketing materials, magazine and web ads, email newsletters and promotional materials; audio & video production for online education; design, conduct and support live streaming online classes.

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Designer & Front-End Developer (independent contracting) / Denver / 2006
Logos, web graphics, business cards, HTML & CSS from design renderings.

Technology & Communications Manager / Denver Metro BOMA / 2003-2005
Creation and maintenance of member website, design and production of monthly association newsletter, membership services administration, IT support

EDUCATION & DISTINCTIONS

My work on DreamUp was featured in WIRED (online), March 2013.

B.A. Digital Media Studies with Honors, University of Denver 2001
Coursework: graphic design, web development, Flash design and development; filmography, audio and video editing.

A.A. Colorado Mountain College 1999
Coursework: illustration, photography, typography.

South Park High School / Valedictorian 1997

TECHNICAL PROFICIENCIES

HTML5, CSS3, jQuery; Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, InDesign, Flash); Balsamiq; Microsoft Windows OS and Mac OSX.