mavi laidlaw

ui/ux & interaction designer

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Summary

UI, UX and Interaction Designer with over 4 years experience creating clean, engaging, visual experiences with front-end development skills. Ability to adapt any creative style as needed while maintaining visual consistency and brand identity. Worked across a broad range of fidelities from rough sketches to highly polished, production ready mock-ups. Design across multiple platforms and responsive applications. Inspired by typography, nature and music.

Professional Experience

UI/UX & Interaction Designer - Freelance - *Jun. 2014 - Present*

Client: Tolly's Treatments - Aromatherapy Co.
- Branding Project - Re-Designed Logo and Packaging Labels

Client: OLA Mexican Kitchen - Mobile App
- Mobile App Design - Analyzed trends, created cohesive and easy navigation, designed UI in Sketch. The final result was a Virtual Tequila Rolodex, a rating system with ability to save favorites and share on social media. App is available on Google Play and iTunes Store

Client: Santa Monica College (concept)
- Re-structured the SMC site with user-centered methods in an Agile environment as team leader in a group of four designers. We began with a Client Survey, Competitive Analysis, Personas, Creative Brief, Project Schedule, Project Estimate, and Information Architecture. We designed the entire UI, providing prototypes of high-fidelity Desktop, Tablet and Mobile Wireframes, style guides and each UI element. Final site was created in Wordpress

Client: Concept App
- App Design, Truck Line Cutter, process of concept, sketches, low fidelity prototyping, visual design research, user testing, persona creation, and high fidelity prototype

Account Coordinator - Deluxe Digital Studios - *Sept. 2011 - July 2018*

- *Content Coordinator - Ascent Media - Jan. 2006 - Sept 2011*
- Manage digital workflows for client VOD projects and track daily metrics for vendor content
- Lead communications with third party service providers, and content providers including: Disney Digital Studios, Warner Brothers, Paramount Pictures, Sony Pictures Entertainment, Google, iTunes, Netflix, and DIRECTV
- Manage the accurate and timely processing of over $1 million in billing over the last six years
- Ensure media orders are accurately created in our CMS, including detailed client instructions that I translate into concise operational instructions for internal teams
- Create and document specifications, workflows and all new processes for day-to-day business operations while training company staff as needed
- Earned Spot Recognition Award for project completion time and accuracy for over 13 major trailer launches (40+ languages each) for the Disney EST Mastering Workflow. Total earnings upward of $180,000 in billing revenue over the past year with 100% on-time delivery

User-Centered Methods

Personas	User Research
Usability Testing	Card Sorting
Competitive Analysis	Creative Briefs
Site Map	Wireframes
Sketch	Balsamiq
Axure	Marvel
Trello	Keynote
InVision	POP

Visual Design

Adobe Creative Suite	Color Theory
Typography	GRID Systems

Web Development

HTML5	CSS3
Wordpress	WIX
SEO	Javascript
SQL	JQuery
PHP	Bootstrap

Relevant Skills

Project Management	Team Work
Problem Solving	Organized
Time Management	Leader

Languages

Fluent in English
Fluent in Spanish (Native)

Education

Santa Monica College
- Associates of Arts - Graphic Design
- Certificate - Web Design

Santa Monica College
- Associates of Arts - Website Software Specialist

California State Polytechnic University, Pomona
Dean's Honors List
- Bachelor of Arts - Music Business
- Marketing Minor

Independent Studies

Studio Arts
- Intro to UI/UX

Santa Monica College
- Classes: UX 1 & UX 2

Type Ed
- Classes - Type 1, 2, 3, Letter Better, Whisky Type Packaging Design