

LESLEY PIERCEFIELD

>> ux-journey.github.io/Lesley.solutions

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Los Angeles

CA

CAREER



2017 - 2024

Sr UX/UI | Product designer

Clicktripz

Work with stakeholders to execute strategic experiences

Design experiences for proprietary AI products

Turn pop ads into functional tools that add user value

Increase conversions through data-driven design

Create high-fidelity mock-ups

Build interactive HTML prototypes

Collect qualitative data through user testing

Understand technical, business, and time requirements

2016 - 2017

UX/UI Designer

Sony Crackle

Create multi-platform experiences for streaming devices

Conduct user testing, research & competitive analysis

Interactive prototyping with animations & transitions

2012 - 2016

UX/UI | Product designer

Mylife.com

Design flexible user interfaces for dynamic content

Create end to end experiences

Conduct multi-variant testing

Understanding of HTML/CSS for responsive design

Collaborate with agile cross-functional teams

Build UI pattern library/Design system

Anticipate user scenarios & use cases

Incorporate SEO best practices into user experience

2012

Web Designer

Monster Digital

Design UX & visual design for product web-site

2011 - 2012

Mobile App Designer

Runtriz

Design mobile concierge apps for hotels

TOOLS



Figma

Sketch

Lunacy

Pixelmator Pro

Photoshop

Illustrator

After Effects

Hype4

Webflow

Wordpress

Hotjar

Userbob.com

Card Sorting

EDUCATION



Design Communication Arts

UCLA Extension

Los Angeles, CA

2010

BFA Fashion Marketing

American InterContinental

University

Los Angeles, CA

2002

Meta Front-End Developer

Professional Certificate

Coursera

Online

Current