



# MOLLY LESTER

## UX / UI DESIGNER

### HELLO!

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My name is **Molly**, I believe design helps us better understand human behavior, and allows us to create intuitive and delightful experiences.

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### EDUCATION

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#### DESIGNATION Labs

UX/UI Apprenticeship

Jul 2015 - Oct 2015

#### University of Michigan

BFA Art and Design

2011 - 2014

#### Michigan State University

College of Arts and Humanities

2010 - 2011

### EXPERTISE

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#### Proficient

Illustrator	Branding
Photoshop	Graphic Design
Indesign	UI Development
UX Research	HTML5
Wireframing	CSS3
Prototyping	Axure

#### Intermediate

Sketch	3DS Max
Proto.io	Javascript/Jquery
Flash	Interaction Design
Maya	

#### Exploring

After Effects	Omnigraffle
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### EXPERIENCE

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#### DESIGNATION Labs

Designer-in-Residence / Oct 2015 - Present

- Lead 18 students through virtual 6-week program introduction with weekly video chats, critiques, and grading
- Developed company style guide, a chicago design event calendar, 7 program roadmap infographics, and 3 personas with subsequent customer journey maps
- Participated in bi-weekly brainstorming sessions with program director to improve elements of the curriculum based on student feedback
- Facilitate learning processes for 53 students through individual critique and directed feedback

#### Freelance Graphic Design

Designer / Sept - Jul 2015

- Remotely worked with marketing manager to develop corporate identities for international tech startups
- Assisted agency with the development of digital assets, such Adobe Flash banner ads and event logos
- Developed print collateral, including posters, flyers, and brochures for the local Detroit newspapers
- Illustrated 5 multicultural character designs and complete style guide for augmented reality startup

#### Chalkfly

Design Intern / May - Aug 2014

- Created mock-ups for revamped desktop website including responsive mobile version
- Assisted in the development of assets for marketing campaigns and social media content
- Developed web graphics and interactive print collateral to increase consumer awareness

#### Office of New Student Programs

Lead Designer / May 2012 - May 2014

- Created banners, brochures, and posters for 30+ programs on campus
- Designed layout and managed print production process for annual 200+ page University of Michigan Planner
- Sketched and rendered annual logos for incoming freshman class to be used on thousands of t-shirts and other marketing materials