

# Dora Parnanen

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## Education

**University of California, Los Angeles** – <http://dma.ucla.edu>

BA in Design Media Arts, 2016

**Freestyle Academy of Communication Arts and Technology** – <http://freestyle.mvla.net>

Film, English, and Design, 2012

## Skills

Sketch / Illustrator / InDesign / Photoshop / AfterEffects / Premiere / InVision / Webflow / HTML, CSS (familiar)  
Gliffy / User Interviews / Consumer Insight Deliverables / English (fluent) / Finnish (fluent) / Spanish (basic)

## Experience

**Dogtown Media LLC.** – Winter 2016 to current (Los Angeles, CA)

User Experience Designer for a Santa Monica based startup working in mobile and web app research, design and development projects, creating and presenting wireframes and user flow design, market and competitive analyses, user interviews, prototype testing, UI directions, and one on one client presentations.

**UCLA Bruin Advertising Team** – Fall 2015 to Spring 2016 (Los Angeles, CA)

Conducting user and market research, persona creation, street interviews, and leading focus groups as part of the Strategic Planning Committee presented with a company's case study. Our comprehensive ad campaign placed Second at the 2016 Southern California National Student Advertising Competition.

**LA Hacks** – Spring 2015 to Spring 2016 (Los Angeles, CA)

Designing UCLA's annual hackathon's branding and website to reflect on inclusivity, learning, and community.

**Elffe** – Spring 2015 to Summer 2015 (Helsinki, Finland)

Working as lead designer alongside business and code developers to create website and brand identity that convey community engagement and credibility, at Aalto University's 'Summer of Startups' incubator program.

**Idean** – Summer 2014 and Summer 2015 (Palo Alto, CA)

Working as User Experience Design Intern on projects for and with clients. Responsibilities included user and market research, client meetings and presentations, and application of visual style.

**Vivgo** – Winter 2014 to Spring 2015 (Los Angeles, CA)

Lead interaction and visual designer, creating a mobile application and brand image from concept to launch.

**Dwell On Design Expo VividWorks booth** – Summer 2012, 2013, 2014 (Los Angeles, CA)

In charge of competition booth on LA Convention Center trade show floor, demonstrating VividWorks 3D augmented-reality software to potential business partners and consumers.

**The Cooking Tree** – Fall 2011 to Summer 2012 (Los Altos, CA)

Video production intern for internet-based cooking series, working in all aspects of production including lighting, audio, and editing. End project was full control of directing and producing a series episode.

**Finnish Language School of Silicon Valley** – 2008 to 2012 (Sunnyvale, CA)

Teaching Finnish language and communication skills to groups of elementary aged students.