

Dora Sofia Parnanen

Designer with 2+ years agency experience. Strengths in graphic design, UX/UI, research, attention to detail, and collaboration.

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[linkedin.com/in/doraparnanen](https://www.linkedin.com/in/doraparnanen)

Skills

Design: Sketch, Invision, Photoshop, Illustrator, Infographics, Static & animated ad banners, Presentations, HTML and CSS (familiar)

UX: Market research, User and consumer habit interviews, User flows, User stories, Client presentations

Video: Premiere, Storyboarding, After Effects (familiar)

Languages: English, Finnish, Spanish (familiar)

Experience

Designer

Luxus Worldwide (2017–current, Helsinki & New York)

We work directly with our client, a large consumer electronics company, to produce marketing materials and maintain their consumer-facing website. I have worked with our client and partner design agencies through two global Mobile World Congress launches ('18 & '19) where we successfully launched multiple devices. I coordinate with our several PMs, copywriter, and developers to actualise product pages, design campaign pages, emails, localise web assets for markets, create static and animated ad banners, and corporate presentations. I advocate for diverse representation in our website imagery, for text readability, and increased flexibility from a CMS standpoint. I work with developers to optimise web assets and on Arabic right-to-left website and ad banner layouts. We work within our client's branding and co-branding guidelines to turn high-level or local market requests into designs that meet the global, corporate approval process and timelines.

UX/UI Designer

Perpetual Solutions (2016, New York)

I worked closely with our NY-based large media corporation client, a mobile network operator client in India, and several clients with an educational focus. I collaborated mainly with the clients themselves, their in-house development teams, and our other Perpetual designer for hand-overs. I conducted research and recorded user interviews at our client's corporate office in Times Square, listening for user pain points and task goals. I later tested the MVP prototype with employees. I was able to advocate for our redesign of their internal tool to use familiar terms and shift away from its initial technical-heavy focus.

(1/2) Dora Sofia Parnanen

Education

BA in Design Media Arts

UCLA (2012–2016)

I developed my visual style and message in my program's four years of interactive studio classes, teacher and peer reviews, and end-of-year exhibition. I explored new interfaces such as coding, installation, bookmaking, typography, and digital and physical game design.

Minor in Digital Humanities

UCLA (2014–2016)

I incorporated behavioral, research based learning from courses in Anthropology, Sociology, and Information Studies.

Film Production, Writing, and Graphic Design classes

Freestyle Academy of Communication Arts and Technology (2010–2012)

Experience

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UX/UI Designer

Dogtown Media (2016, Los Angeles)

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At Dogtown I worked with our long list of clients both one-on-one and with our team of Senior Researcher, UI Designers, Developer, and Business leads in a collaborative, mentorship environment. My role included market and user insights, user flows, wireframing for mobile apps and web, user interviews, UI directions and application, and developer hand-off. We frequently presented research and design deliverables to clients. I learned that for clients who are startups themselves, it is important to clearly outline the design-to-launch process and scope of work. We introduced clients to UX deliverables, what was expected of us all involved on the project, and validated research and designs with user quotes and market best practices.


Interaction Design Intern

Idean (2014 & 2015, Palo Alto)

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Strategic Planning and Research


Bruin Advertising & Marketing Team (2015–2016, UCLA)

 2nd Place at the National Student Advertising Competition (NSAC)
2016 Southern California Regionals

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At this student-run advertising agency we had the task of creating a marketing campaign for the following 2017 year to grow Snapple™ in the US, measured by brand relevance, purchase frequency, and brand awareness. On the Strategic Planning subcommittee we researched actionable insights about our consumers, competitive landscape, and brand history. We hosted user focus groups and targeted street interviews, and directly involved Ad Team's other subcommittees in the process. This allowed us to create a campaign strategy from narratives we all came to understand.

Freelance Designer

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Assistant Teacher

Finnish Language School of Silicon Valley (2008–2012)

After graduating myself, I returned to assist a class of elementary-aged students. I encouraged Finnish language and communication skills through interactive class activity and homework review.