

# 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 / InVision / Illustrator / InDesign / Premiere / Webflow / HTML, CSS, JS (familiar) / Market Research / User Flows / User Interviews / Consumer Insight Deliverables / English (fluent) / Finnish (fluent) / Spanish (basic)

## Experience

**Perpetual Solutions LLC.** – Fall 2016 (New York, NY)

UX/UI Designer for a Manhattan design and development agency working closely with a large media corporation client, an international mobile network operator client, and several clients with an educational focus.

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

UX/UI Designer and Researcher for Santa Monica design agency focused on mobile and web development. Role included creating and delivering market and user insights, conducting interviews, wireframe and user flow design, prototype testing, UI direction and design, developer hand-off, and client presentations.

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

User and market research, persona creation, street interviews, and leading focus groups as part of the Strategic Planning Research Committee, with the goal to create a campaign for Snapple to grow their brand recognition. Our comprehensive ad campaign placed 2nd 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, Aalto University** – 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 Inc.** – Summer 2014 and Summer 2015 (Palo Alto, CA)

UX Agency, working hands-on for a project's full research and interaction design phase, and presenting at client meetings. My final UX Intern design project included interviewing Idean employees for research, exploring various content hierarchies, applying company branding, and pitching my UX concept to Idean employees.

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

Lead UX/UI designer, creating a mobile application design and brand image from concept to app store launch.

**Dwell Trade Show, VividWorks** – 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.

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

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