

Dora Sofia Parnanen

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

dorasofia.com

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

Skills

Design: Sketch, Invision, Photoshop, Illustrator, Image optimisation, Static & animated ad banners, 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)

At Luxus we work directly with our client, a large consumer electronics company, to produce marketing materials and maintain a consumer-facing website. I coordinate with our several Luxus PMs, copywriter, and developers to create campaign pages, email announcements, market localisations to the website, and static and animated ad banners. I advocate for diverse representation in our designs' lifestyle imagery, for text readability, and increased flexibility from a CMS standpoint. I work with our developers to optimise assets for website load time, and to support Arabic right-to-left website and ad banner layouts. We work within our client's branding and co-branding guidelines to turn local market requests into designs that meet the client's global, corporate approval process and timelines.

UX/UI Designer

Perpetual Solutions (2016, New York)

At Perpetual I was able to take on entire phases of client work, and I worked with our other designer for any hand-overs and client coordination. My main project was for a large media corporation client, rethinking their existing internal employee tool. I conducted research and recorded user interviews at the 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 the 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 focus on message through my program's interactive studio classes, teacher and peer review, and end-of-year exhibition. I explored new interfaces such as installation, print layout, coding, bookmaking, 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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UI/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.