LORRIE LANE

UI/UX DESIGNER

/ CONTACT

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/ PROFILES

lorrieuiux.com
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/ SKILLS

- User Research
- User Flows / Persona's
- Sketching / Wireframing
- Prototyping
- High Fidelity Wireframes
- Mockups
- Usability and A & B Testing
- Responsive Design
- Mobile Design: iOS & Android
- Brand Guidelines
- Design Systems
- Style Guides
- Color Theory
- Typography
- HTML
- CSS
- JavaScript

/ TOOLS

- Adobe Xd
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Sketch
- Figma
- Invision & Invision Studio
- Balsamiq Wireframes
- Flinto
- Keynote
- Google Suite
- Microsoft Suite
- UsabilityHub
- Atom
- Chrome Developer Tools
- GitHub
- CodePen
- jQuery
- Bootstrap

/ ABOUT

Graphic Designer turned UI/UX Designer with a strong sense of curiosity and empathy for creating user-centric designs.

/ EDUCATION

Associate's Degree,
Advertising & Graphic Design
Surry Community College
January 2009 - December 2012

UI/UX Design Bootcamp
UI Design Program
CareerFoundry - Online
March 2020 - March 2021

/ WORK EXPERIENCE

Mount Airy News - Graphics Hub *May 2013 - Present*

Adams Publishing Group   319 N Renfro St, Mt Airy, NC 27030

- Created exciting new graphics for East Tennessee newspapers which improved advertising and readership.

- Collaborated with sales reps to deliver visually stunning print advertisements for their clients.

- Maintained strict design standards while meeting deadlines.

- Completed any additional projects like special sections for magazines, web ads and logos.

/ PROJECTS

Pachira - Money Saving App   *January 2021 - February 2021*

- **Challenge:** Saving money can often feel like a stressful task, especially if users feel like they have to alter spending or current way of living.

- **Solution:** Rewarding users for meeting their savings goals! Added some levels of gamification in the app to keep things interesting. It can help users to achieve their goals and to overcome any negative association that they may have with budgeting and saving money.

Jot - Note Taking App   *January 2021*

- **Challenge:** Build a Note Taking App with Dieter Rams - "*Less, But Better,*" in mind.

- **Solution:** Quickly deliver high-fidelity wireframes for 5 screens so the client can pitch the concept to their investors.