



Lora Madera

UX/UI Designer | Frontend Developer | Visual Designer

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EDUCATION

M.A. Interaction & UX/UI Design

Academy of Art University
2020-2022

B.S. Economics

University of California, San Diego
2014-2018

SKILLS

I have conducted competitive research, user interviews and given recommendations for product development, then explored and led the prototyping phase of projects in all their testing and iterations. I have experience working with developers and am a frontend developer myself, working with teams in version control systems like Github.

UX/UI Design

- Research & interviewing
- Competitive analysis
- Information architecture
- Creating personas
- Identifying users' problems and needs
- Designing intuitive navigation and site maps
- Usability testing & iteration
- Hand sketching
- Rapid prototyping (code, XD, Figma)
- Wireframing
- Conducting presentations
- Visual design / brand development
- Color theory, typography and composition

Software

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe XD
- Adobe After Effects
- Figma
- Premiere Pro

Coding Skills:

- React.js
- JavaScript
- Python
- Flutter
- HTML & CSS
- MySQL

EXPERIENCE

UX/UI Designer | Frontend Developer (Contractor)

May 2022 - Present 1yr, 2mo

UX/UI Designer & Web Designer UX/UI Design • Web Design

April 2023 - May 2023 2 mos

NDA

- Conducted audit of information architecture, intuitive navigation, color theory/visual composition, and typography of existing application on iOS app store
- Worked with client to refine screen rhythm, typography, negative space, element grouping, and anchoring of key information
- Created sketches, site map, and wireframes for responsive web design to mirror iOS application

UX/UI Designer & Technical Artist UX/UI Design / Research • Technical Art

March 2023 - May 2023 3 mos

Supernature Labs

- Researched architecture and city planning as user bases for Supernature's innovative new city-planning tool, featuring cell-based grid instead of the traditional cartesian grid
- Created personas to identify key user needs, similarities and differences—and how they will need to process the tool's information that is relevant to them
- Created wireframes and mapped core tasks
- Led project's technical art direction and created 3D models to be used in high-quality visualizations to be presented to investors

UX/UI Designer & Frontend Developer UX/UI • Frontend Development (Flutter)

May 2022 - Aug 2022 4 mos

Sidha Maha "Sadhan" Meditation App

- Conducted competitive analysis and market research to organize information related to client's brief, gave hypothesis of what problems their app should solve in the community of 100+ people that would be using it
- Planned, synthesized, and conducted user interviews
- Created complete site map of users' experiences within the app, then created a series of hand sketches that would become wireframes and visual design directions demonstrating color theory and typography
- Worked with backend engineers in developing first clickable prototype. Created first version in Adobe XD and, upon client's approval, coded the frontend in Flutter and prepared the app to move toward first round of user testing

Case Studies / Other Work

Frontend Developer & Designer Full-Stack Development (React) • Visual Design

"Azure" Terrarium Product Website

A product site with user-editable item catalog, cart & checkout system that I designed & coded in React using HTML, CSS, JavaScript.

"BookVerse" Book-searching App UX/UI • Visual Design

A book searching/social media hybrid I conceptualized, researched, and designed. The UX/UI development of this app featured robust user testing & prototyping, competitive analysis, persona creation, and wireframing.

"Bestiary" Game Design UX/UI • Visual Design • Game Design

An interactive database conceptualized, researched, and designed to be a component of a mobile fantasy game.

"VACA" Travel Mobile & Desktop App UX/UI • Visual Design

A travel-tracking and creation app I conceptualized and designed for mobile and desktop, featuring budgets, daily schedules, and weather forecasts.

Moraga Country Club Rebranding Visual Design • Branding

A case study project featuring a complete brand reconstruction of logos, online & social media presence, letterhead, and advertising.

