



Lora Madera

UX/UI Designer | Frontend Developer | Visual Designer

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EDUCATION

M.A. Development & UX/UI Design

Academy of Art University
2020-2022

B.S. Economics

University of California, San Diego
2014-2018

SKILLS

I can create wireframes at all levels of fidelity, develop visual and prototype designs, and conduct robust user testing, interviews & interface design iterations. I have experience working with developers and have frontend experience myself, working with teams in version control systems like Github.

UX/UI & Design Skills

- Research & interviewing
- Testing & iteration
- Prototyping (code, XD, Figma)
- Wireframing
- Visual design / brand development

Software Skills

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

Coding Skills:

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

CERTIFICATIONS

Complete C# Unity Game Developer 3D
GameDev 2022

EXPERIENCE

Freelance UX/UI Designer & Frontend Developer

July 2022 - Present

UX/UI Researcher & Technical Artist UX/UI Design / Research • Technical Art NDA

- Researched urban planning and architecture practices to create new city designing tool
- Evaluated how bioplanning principles could be used with land terrain data - moving from cartesian grids to a more adaptive, cellular city planning model that uses the same 57% building area, but increases natural area from 0% to 25%, and decreases road area from 43% to 18%
- 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) Sidha Maha "Sadhan" Meditation App

- Designed and coded first version of a meditation app featuring a countdown timer, a schedule for group meditations, and a chart showing other meditators with status bars during group sessions
- Conducted market research and interviews (selected from community of 100+ people who would use the app), built personas, created wireframes and a clickable prototype
- Created a series of visual design directions crossing user experience with aesthetic quality
- Coded the first version of the frontend interface

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

- Consulted on UX/UI audit for existing application on iOS app store
- Created wireframes for responsive web design, prototyped, and created visual design

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.

Frontend Developer & Designer Frontend Development (React) • Branding Portfolio

I designed my portfolio and coded in React using HTML, CSS, JavaScript.

Case Studies

"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.

"Project Gaia" Interactivity Tool UX/UI • Visual Design

An informational & interactivity tool I designed to educate on the three pillars of sustainability.

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.



More at my portfolio site: <http://loragaloyan.com>