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 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
· 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)
July 2022 - Present

UX/UI Designer & Technical Artist .... *UX/UI Design / Research · Technical Art*
Supernature Labs
· Conducted competitive analysis and deep-dive into architecture and city planning practices for Supernature's innovative new city-planning tool, featuring cell-based grid instead of the traditional cartesian grid
· Created thorough personas to identify user base of architects and city planners, and how their needs may overlap within the parameters of the tool
· Created wireframes and mapped user interface according to 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)*
Sidha Maha "Sadhan" Meditation App
· Conducted competitive analysis and market research on other existing apps, their client base, and best practices
· Planned, synthesized, and conducted user interviews with select members of a community of 100+ people who would use the app
· 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

UX/UI Consultant & Web Designer .... *UX/UI Design · Web Design*
NDA
· Consulted on information architecture, intuitive navigation, user needs, color theory/visual composition, and typography of existing application on iOS app store
· Created sketches, site map, and wireframes for responsive web design to mirror iOS application

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.

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