

Loryn Chen

Product / Experience / Brand Designer

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EDUCATION

University of Maryland

Baltimore, MD - B.A. *Graphic Design*

MAY 2018

SKILLS

Design Tools:

Sketch, InVision, Principle, Framer,
Experience Design, Illustrator, Photoshop,
After Effects, InDesign

Web Development:

HTML, CSS, JavaScript

PROGRAMS

a16z Gen.D Mentorship - 2018

Selected for mentorship program where college design students connect with design professionals from leading tech companies within a16z's portfolio.

LEADERSHIP

Retriever Design Club - 2017, 2018

Co-Founder / President

Founded design club with 4 other students to foster a strong design community at school.

HackUMBC - 2016, 2017

Designer / Organizer

Led design for University's hackathon. Planned and organized event that raised over \$50,000 and hosted 500+ hackers.

WORK EXPERIENCE

Mindgrub - UX Design Intern

BALTIMORE, MD | JANUARY 2018 - PRESENT

Work with clients: ID Agent and Unisys Weather to redesign and build their enterprise web applications. Conduct client meetings, interviews, sketching sessions, wireframing, and user testing.

Tenable - Design Intern

COLUMBIA, MD | SUMMER 2017

Devised and launched company's new Cyber Exposure category. Redesigned the customer's page that resulted in 72% increase in page views and 175% increase in time spent on page.

Pixity - Founder / Designer

GAITHERSBURG, MD | SEPTEMBER 2016 - MAY 2017

Started design agency to make Snapchat Geofilters for businesses. Grew 88.9% of client's business by more than 11.45%. Clients include Kung Fu Tea, DC museums and bars.

Hungry Harvest - Design Intern

BALTIMORE, MD | SUMMER 2016

Produced marketing graphics and created animation videos. Redesigned the shopping page. All resulted in 15.2% increase in new customers and a 10% increase in revenue.

OrangeNow - Designer

ARLINGTON, VA | DECEMBER 2015 - APRIL 2016

Developed whole brand with custom graphics, visual guidelines, and strategy, as the company's first designer. Created marketing campaigns for social media and print to drive website traffic.

SELECTED PROJECT

Wareviews - Product, UI / UX

Designed mobile app from research to complete concept that allows consumers to read and write reviews on tech products.