

Loryn Chen

Product / Experience / Brand Designer

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LEADERSHIP

Retriever Design Club - 2017, 2018 *Founder / President*

Designed websites, merchandise, and marketing materials for over 30 student organizations.

HackUMBC - 2016, 2017 *Designer / Organizer*

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

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.

SKILLS

Design Tools:

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

Web Development:

HTML, CSS

EDUCATION

University of Maryland
Baltimore, MD - B.A. *Graphic Design*
MAY 2018

WORK EXPERIENCE

Mindgrub - Associate UX Designer

BALTIMORE, MD | JANUARY 2018 - MAY 2018

Worked with clients: NASA and ID Agent to redesign and build their enterprise web applications. Conducted client meetings, interviews, sketching sessions, wireframing, and user testing.

Pathover - Design Intern

SUNNYVALE, CA | SUMMER 2016 - MAY 2018

Created design system for the brand that includes styles, UI components, and guidelines. Constructed wireframes and prototypes of the software product.

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.