LOREN THOMAS TRACY

User Experience / User Interface / Interaction Design

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{ No. 1 | Overview }

I have over 5 years experience working with teams to produce a variety of intuitive and cutting edge interactive media for both small and Fortune 500 companies. I believe in the importance of content driven design and the necessity of a strong production plan.

{ No. 2 | Work Experience }

SMART MOCHA   *May 2014 - Present*

Lead UI/UX designer and digital media artist responsible for website and presentation visuals. I designed the company website as well as assisted in the website development. I am also responsible for designing powerpoint decks for VC investor presentations. We are also in the beginning stages of UX design for the company's mobile and desktop application.

NOGGINLABS   *February 2010 - May 2014*

UI/UX designer and team design lead responsible for planning, designing and producing top-notch e-learning software for innovative organizations. It is my role to make sure our software is intuitive to use, pleasing to look at, and engaging for the user. I have a strong ability to work collaboratively with all members of a team to ensure our product is delivered on time and with impressive results.

THE ILLINOIS INSTITUTE OF ART - CHICAGO   *October 2009 - December 2009*

Teacher's Assistant for an ActionScript 3.0 concepts class and Interactive Media Tutor in the school's Learning Center. I was handpicked by the professor to assist her in teaching students ActionScript 3.0 fundamentals and the Flash interface. My role as an interactive media tutor was to assist students with HTML/CSS, ActionScript, and design concepts.

LoSASSO ADVERTISING   *April 2009 - August 2009*

Web and print design intern responsible for website, email newsletter, banner ad creation, and production.

{ No. 3 | Education }

THE ILLINOIS INSTITUTE OF ART - CHICAGO   *January 2007 - December 2009*

Bachelor of Fine Art with a focus on Interactive Media - December 2009.

{ No. 4 | Skill Set }

Interface Design, User Experience, HTML/CSS, Photoshop, Dreamweaver, Illustrator, Flash, PowerPoint, Keynote, InDesign, After Effects, Audition, Media Encoder, animation, illustration, wireframing, video editing, audio editing.