Lucien Liz-Lepiorz

design & develop

creative skills

‣ Comprehensive, analytical product strategy and user experience direction.

‣ Delivering interactive design assets and documentation via Sketch, InVision, Zeplin, and Figma.

‣ Product planning and delivery via ZenHub, Jira, and Confluence.

‣ Mastery of traditional Adobe InDesign, Photoshop, and Illustrator software.

technical aptitude

‣ Modern web development with HTML5, CSS3, PHP, and Jekyll.

‣ Utilizing JavaScript and JQuery for fundamental front-end logic and object manipulation.

‣ Traditional object-oriented programming for mobile and desktop platforms via Java, Processing, C#, and Objective-C.

competitive awards

‣ Adobe Design Achievement Awards, *NEXT* 2015, Semifinalist

‣ Graphis Design Annual, *NEXT* 2015, Silver Award

‣ HOW International Design Awards, *NEXT* 2015, Merit Award

‣ University & College Designers Association, *NEXT* 2015, Award of Excellence

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November 2017–present :: Chicago, IL

Allstate, Innovation Product Designer

‣ Developed confidential feature concepts to provide market differentiation, robust re-engagement opportunities, and a platform for future growth.

‣ Initiated and pushed forward a componentization workstream to increase design and engineering velocity. Collaborated with stakeholders across the product organization, gained alignment, and integrated with front-end engineers to execute.

‣ Conducted story-planning exercises to inform roadmap- and sprint-related decisions. After design completion, created user stories and technical issues for the front-end team.

‣ Participated in dozens of user research sessions to validate concepts, interaction models, and emotional responses. Rapidly incorporated feedback into shipped product.

March 2017–August 2017 :: Chicago, IL

Catalytic, Interaction Designer

‣ As the designated UI-major, UX-minor designer in our pod (colleagues included a UX-major, UI-minor designer, service designer, and VP of Product), crafted a scalable component library for the company's workflow management software, Pushbot.

‣ Wrote extensive briefs to document designs in preparation for developer implementation. Created a self-serve product queue and performed QA analysis at multiple stages.

‣ Developed and managed two tracks of work: (1) a visionary end-goal, and (2) a steady stream of improvements to increasingly align the app's pre-existing state with that of the vision.

September 2016–March 2017 :: Chicago, IL

Learnmetrics, Senior Designer

‣ Individually led an organization-wide rebranding that consisted of value assessments and exercises, market research, ideation, weekly presentations, and final wordmark preparation. Translated an obtuse set of traits into a cohesive and communicative identity.

‣ Collaboratively managed a pre-existing, external contract for website redevelopment and design. Provided relevant assets, stylistic cues, and art direction to the vendor.

‣ Overhauled supporting materials such as the company's pitch deck and business cards. Laid out a roadmap for product design best practices and anticipated design sprints.

May 2016 :: Washington, DC

Bachelor of Fine Arts, Graphic Design 3.97 GPA, summa cum laude
　　The George Washington University
　　Corcoran School of the Arts & Design

‣ Selected honors include: Dean's List, Outstanding Academic Achievement Award, Senior Thesis Writing Award, Hubert Leckie Memorial Award for Typography.

August 2015–May 2016 :: Washington, DC

Design Lab at the Corcoran, Senior Designer

‣ In conjunction with one fellow senior designer and the course's creative director, offered guidance to junior designers regarding the refinement of both their branding concepts for *NEXT*, the Corcoran's senior thesis exhibition, and numerous deliverables.

‣ Coordinated communication between thesis faculty, program heads, school administration, and designers; directed class discussions and critiques.

‣ Due to demonstrated expertise, assigned to the creation of (1) an iPad-based gallery map/directory and (2) promotional micro-site. Additionally tasked with the design of a student awards brochure and certificates, graduation banners, and a keepsake program.