

Victoria Artz

UX/Visual Designer
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EXPERIENCE

APRIL 2013 – PRESENT

UX/Visual Designer // Upsight

Design product UI from user research to code complete

Code and design www.upsight.com

Craft user experience and interaction design docs, site maps, storyboards, wireframes, prototypes and detailed function specifications, as well as, data visualizations

Lead user research/user testing and keep up to date on latest trends

Constant iteration on current features of the dashboard

Deliver pixel perfect mockups

MARCH 2012 – JANUARY 2013

Lead Visual/UX Designer // Vantageous, Inc.

Full UI/UX design of website, vantageousvideo.com

Full UI/UX design of Vantageous cross platform Web, iPhone, Android and iPad app

Designed and created infographics for investor decks

APRIL 2011-MARCH 2012

Designer // OMGPOP currently Zynga

Designed UI elements for DrawSomething and other OMGPOP games

Owned and designed the full marketing campaign for DrawSomething

Complete redesign of <http://www.omgpop.com>

Designed banner ads and weekly email newsletters, staying true to the brand identity

Conducted usability tests for web and mobile games

Worked closely with senior designers and art director to assist them on major projects

DECEMBER 2010-March 2013

Chief Creative Officer/Co-founder // Matchpuppy.com

Designed wireframes and user interface mock ups of the full web application

Worked with the team of illustrators and web developers on full lifecycle of project including post-launch follow-ups regarding metrics and areas for improvement

Wrote specifications, prioritized features and coordinated product schedules

Designed infographics and Powerpoint investor deck presentations

Lead team design meetings and developed project plans

Consulted on all creative, design and marketing decisions

Coordinated interviews and press events. We were featured in CBS, CNN, Mashable, ABC, The Huffington Post, MSNBC, Gizmodo and more.

Designed promotional print material, Facebook page and email newsletter for monthly events to bring awareness to the brand

SEPTEMBER 2009-APRIL 2011

Assistant Art Director // 20th Street Media

Worked closely with the art director on completing design projects for web and print using Adobe Illustrator, In Design and Photoshop

Sketched, wire framed and mocked up new web design projects

Coded my designs using HTML/CSS

Met and consulted clients regarding their creative needs

Art directed final projects before sending to client

EDUCATION

School of Visual Arts, graduated in 2009

Continuing Education in Graphic Design

Baruch College, class of 2008

Bachelors of Arts and Sciences/ Major in Actuarial Science/ Minor in Art History

SKILLS

Proficient in Adobe Creative Suite (Photoshop, Illustrator & InDesign)

Advanced wireframing skills in Omnigraffle and Sketch

Prototyping in Invision App

Intermediate coding skills in HTML, CSS, C++, beginner in JQuery, Javascript, HTML5 & CSS3, and frameworks like Foundation and Bootstrap

Data Analysis for user research and user testing, extensive knowledge of analytics dashboards, data tools and MySQL query language

Intermediate in Git and command line, GitHub and Stash

Advanced in JIRA project management software

Intermediate knowledge in e-commerce platforms such as Magento, Shopify