Regan Norton
UX + UI DESIGNER

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Fueled by curiosity and a strong understanding of aesthetics, I seamlessly apply fundamentals of visual design and UX to enhance a users experience and interaction with digital content

UX + UI Experience

UX Designer Linked Senior via General Assembly | May 2015
Restructured the information architecture and inspired the refresh of the UI of the software platform of a cloud based dementia and therapy engagement platform for the senior care market.

UX Designer USA Today via General Assembly | April 2015
With a team of developers, envisioned and designed a PetMatch application to break down the barriers in the rescue pet adoption process through an enjoyable mobile app that matches pets to the user's personal needs.

User Experience Design Immersive Student General Assembly | March - May 2015
500+ hours of professional training over ten weeks utilizing a hands-on approach in user-centered design methods, design thinking skills, team collaboration, and client relations. Developed a portfolio of individually and collaboratively focused in-class projects such as:

National Museum of Natural History
Integrated interactive features and exhibits into a easy to use navigation mobile app.

Heart Rate Rewards
Incentivized healthy living by rewarding succesfully reached heart rate recommendations from the American Heart Association.

Work Experience

Designer + Art Director Freelance | 2007-Present
Conceptualized and executed immaculate visual designs of interactive online experiences that addressed business, brand, market and user requirements, including the design and production of screen layouts, color palettes, typography, and user interface elements.

Director of Visual Communications Gizmo Computer Training | 2008-Present
Branded company website with associated collateral, print ads, promotional pieces, certificate design and training facility interior design. Monitored and measured the effectiveness of training practices, controlled training costs and provided regular updates on training materials.

Designer + Art Director Crescent City Design Group | 2007-2013
Managed the creative process of the organization including meeting with clients, creating the initial design concepts and approving final drafts in order to ensure the clients' needs were met.

Graphic Designer Re/Max New Orleans Properties | 2006-2010
Created a cohesive promotional package to effectively market in print and electronic media using color, type, illustration, photography, animation, and various print and layout techniques.

Education

User Experience Design Immersive. May 2015
General Assembly - Washington, D.C

Graphic Design + Film and Media Arts + Art History 2003 - 2007
Louisiana State University - Baton Rouge

Software Skills

Axure
Illustrator(ACE)
Photoshop(ACE)
Marvel App
InDesign(ACE)
MS Office(MOS)
Acrobat XI(ACE)
Captivate 8(ACE)
After Effects(ACE)
Premiere Pro(ACE)

UX Skills

Information Architecture
Affinity Diagramming
Persona Creation
Sketching
Wireframing (lo/hi fidelity)
Rapid Prototyping
Heuristic Evaluation
Usability Testing
User Interviewing
Competitive Analysis
User Research
Presenting
Storytelling

Graphic Skills

Interface Design
Visual Design
Vector Graphics
Typography

Coding Skills

HTML & CSS

Currently Learning

JavaScript & SASS

Outside the Office

Sailing
Tennis
Traveling
DIY HGTV
Fine Art