SABRINA LORD

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EXPERIENCE

Infopro Digital UX/UI team shadowing
February 2021 - present
- I am currently shadowing our Front-end developers making version controlled updates to our live drupal brand sites such as Risk.net
- Using Git with terminal to send updates to dev and prod. Compiling with Grunt.js build system
- Working with sprite images
- I modified and deployed theme updates for the launch of Asia Risk's Cro Club product

Infopro Digital Webinar Producer
April 2016 - Present
- Promoted for improving registration conversions by 30%
- Iterating over reg page designs resulting in an increase in conversion rates
- Obtaining user feedback and identifying actionable changes.
- Making HTML and CSS changes to registration pages
- Using Google Trends and Google Analytics to optimise webinar titles and copy
- Editing video content and creating branded animations in After Effects and Premiere Pro

Freelance Web Designer
Nov 2016 - March 2019
- Editing and installing wordpress themes for non-profits and small businesses including Limehut.co.uk and girlsonfilmLDN
- Responsible for information architecture and user testing for desktop and mobile
- HTML, CSS, Javascript editing of wordpress themes

Discovery Communications Media Coordinator
Sep 2014 – Feb 2016
• Responsible for processing tapes according to transmission priority

EDUCATION

Scrimba, Front-end development course, March 2021
Scrimba is an interactive learning platform - the course consisted of 14 modules, 75 hours of learning which included HTML, CSS, JS and React.

General Assembly UX Design
Feburary 2020
I completed an intensive bootcamp led by experienced UX designers.During this course I researched and designed a reading app from start to finish using UX principles, user research, affinity mapping and prototyping.

University of Warwick BA in Film and English Literature 2010 - 2013
Grade 2:1

SPECIALITIES

HTML5, CSS3, Javascript, jQuery

Figma

Web Design

User Research

Low/High Fidelity Wireframing

Prototyping

Affinity Mapping

Wordpress

Illustrator

Photoshop

After Effects

Premiere Pro

Adobe Audition

WORKING KNOWLEDGE

React.js

Ruby

3D Modelling (Blender)

ABOUT ME

I enjoy DIY projects, coding and since lockdown, have discovered the world of virtual dungeons & dragons.

I also keep a blog here:
https://sabrinalord.net/