



@lovenataliekay



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education

BFA Graphic Design, Honors Cum Laude | James Madison University May 2010

design experience

Product Designer | Snagajob, Glen Allen, Va. | 2014 - present

- creating & translating UX deliverables (user flows, journey maps) into fully executed interface designs
- creating & maintaining brand standards
- collaborating with core team that includes UX designers, researchers, product managers and front end developers
- establishing app & web, holistic living style guide that reflects brand standards and promotes best practices
- conducting discovery & usability tests
- building journey maps, wireframes & prototypes

Web Designer | Salem Web Network

Richmond, Va. | 2011-2014

Served as lead graphic & web designer for Salem Church Product Division's 12 Brands.

Freelancer Designer

Virginia | 2008 - present

Clients include Geoffrey Beene Gives Back, Whistling & Co., One Source Electric, and Obsessed Artist.

Graphic Designer | Astute Technology

Reston, Va. | 2010-2011

Clients include American Society of Microbiology, US Department of Health and Human Services, and American Heart Association.

Letterpress Instructor | Visual Art Center

Richmond, Va. | 2012 - present

As an instructor, I create classes, teach students how to set & print type on antique presses, and educate on a variety of typography, design & printing techniques.

software knowledge + skills

- UX Design - Wireframing, developing personas, designing interactions, user flows & prototyping
- Visual Design - UI, icons, typography & pattern libraries
- Research - Usability & Discovery
- Adobe Creative Suite
- Coding - HTML & CSS
- Sketch App
- Invision
- Hand & Digital Illustration
- Microsoft Office
- Google Apps
- Scrum & Agile methodologies

References

Meryl Comer	Freelance Client	mjmcomer@gmail.com	301.942.6655
Paul Morris	Colleague at Visual Art Center	pmm1961@yahoo.com	804.439.0353
Bogdan Stanciu	Colleague at Snagajob	bogdan.ux@gmail.com	804.836.7656