

# ielleen k.

DIGITAL DESIGNER

NYC

My strong UI design skills with UX strategies enables me to design engaging products with quality-driven user experiences that always hold the users at the center. I focus on achieving the most intuitive user-centric solutions, both functional and aesthetically pleasing. UI design.

[ielleenk@yahoo.com](mailto:ielleenk@yahoo.com)  
office

## Experience

UX/UI Consultant

Coinlinx

Currently revamping the company website, improving it's UX | UI hierarchy of information to lead users to its core business products. Applying engaging infographic narratives and implementing a knowledge platform to generate awareness around crypto currency and blockchain technology to novice users.

NY NY  
Sep 2017 - Sep 2017

Total Experience Designer|UIDesigner

Verizon

Worked closely with the TCX leads to concepts and execute design projects that translate customer/user needs and business objectives into unique creative solutions. Collaborate across disciplines ( retail, service, digital) to create integrated design solutions with visual design as the emotional backbone for concept design and branded identity.

Bring a clear visual and brand aesthetic POV to a team of strategists, UX designers, and customer-focused professionals. Make a compelling case for how and why to execute a visual design language for the brand, translating it into compelling brand expressions for conceptual design across retail, digital, and service experiences.

NY,NY  
Jul 2016 - Jul 2017

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Freelance Art Director

New York, NY  
Nov 2014 - Jun 2015

## Lowe Profero

Client: Anritsu USA, Credit Suisse

Developed /executed creative solutions of branding and UI for responsive web/ mobile sites. Collaborated with CD, copywriters, content strategists, and interactive and front-end developers

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Freelance Sr. Visual Designer

New York  
Apr 2014 - Aug 2014

## SapientNitro

Visual/Interface design for Nutella Social Media Account, Fashion Retail Mobile/Websites.

Responsible for the development and execution of creative concepts for user experiences and Web solutions.

Collaborated with AD, CD, copywriters, content strategists, and interactive and front-end developers.

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Art Director

New York  
Aug 2013 - Mar 2014

## mcgarrybowen

Client list: Chase Community Giving, Central Park Conservancy

Provided direction to freelancers and junior designers

Designed responsive sites for desktop, facebook, mobile, and tablet

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Freelance Sr. Visual Designer

New York, NY  
Feb 2013 - Jul 2013

## Macy's Digital Interactive

Work seamlessly with the marketing, creative, project management and development teams to produce industry leading, user-friendly mobile shopping and other applications for [macys.com](http://macys.com). Design look and feel of digital communications for many different brands under Macy's. Conceptualize and create the appeal of web-based, email, mobile and other digital communications. Produce weekly refreshes, category pages, home pages, landing pages, banners, promotions, sitelets and user interface elements.

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Art Director

New York, NY  
Oct 2010 - Jan 2012

## Dotbox

Manage and work on online projects, including full e-commerce/social media websites, marketing campaigns, from initial proposal to final product. Art direction, including campaign concepting, media strategy, information architecture, interface and visual design. Proven ability to create award winning work within diverse multi-vendor and multi-agency creative and development environments.

Projects [ Harry Winston, Verdura, David Webb, L'Objet, Marina B, Vintage+Modern ]

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Visual Designer

Van Nuys, CA  
Jun 2006 - Aug 2010

## Illusion Factory

Responsible for all design materials; print, keyart, identity, website design, microsites and rich media banners for high profile entertainment clients. Collaborated with flash action scripting and programming teams to ensure successful and timely completion of design on both print and interactive contents. Seasoned in creating ads for most of the entertainment trade magazines.

Projects [ WB, WB Kids, G4TV, Attack of the Show, ABC, the CW, HBO ]

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Jr. Graphic Designer

Santa Monica, CA  
Jan 2002 - Nov 2003

## Romero Thosen Design

Assisted creative director, project architects and fabricators to develop retail, theme park and residential projects. Designed corporate logo identity, main marquee signage, signage programming and presentation materials. Worked with high-end clients to solve communication needs involving print, presentation, signage and main marquee signs. Responsible for design, typography, specifications and pre-press.

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Education

BFA in Graphic Design

<http://www.artcenter.edu/>

Pasadena, CA

May 1998 - May 2002

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Certificate in User Experience Design, User  
Experience, N/A

New York New York

Jul 2017 - Sep 2017

## General Assembly

General Assembly's User Experience Design Immersive (UXDI) is a 10-week long full-time course that is designed to teach the fundamentals and principles of UX design. From problem identification to design solution implementation, all facets of the UX process were delved into with the utmost detail.

Design Thinking  
User Research  
Personas  
User Flows  
Wireframing  
Storyboarding  
Prototyping  
Usability Testing  
Information Architecture  
Interaction Design

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Ielleen kwak

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office