

LORRAINE PHILLIPS

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SUMMARY

Creative information technology professional with over sixteen years' experience in designing, developing and publishing print, internet and digital projects. I enjoy creating simple, intuitive, minimalist designs that effectively communicate task and function in a way that makes it easy and enjoyable for all users.

TECHNICAL SKILLS

Software:

Axure
Balsamiq Mockups
Photoshop
Illustrator
InDesign

Languages:

HTML5
CSS3
JavaScript
jQuery
AJAX / JSON

Other:

Responsive design best practices
Google Analytics
Content strategy development
Keyword research and SEO
Ruby on Rails

EDUCATION

Jackson State University Jackson, MS
MASTER OF BUSINESS ADMINISTRATION (MBA)
Graduated with Honors: GPA 3.9

Jackson State University Jackson, MS
BACHELOR OF SCIENCE (BS) - Major: Computer Science
Graduated with Honors: GPA 3.0

Bauder College Atlanta, GA
ASSOCIATE OF ARTS (AA) - Major: Graphic Design
Graduated top of class: GPA 4.0

TRAINING AND CERTIFICATIONS

University of California, San Diego Coursera
Certificate: Interaction Design August 2016
Subjects covered include human centered design, design principles, information design, social computing, input and interaction, performing user research, prototyping, as well as designing, running and analyzing experiments.

Makers Academy London, UK
Training: Web Development Program November 2013
Subjects covered include object-oriented programming; agile development techniques; languages: Ruby, HTML5, CSS3, JavaScript and jQuery; framework: Ruby on Rails; version control with Git and GitHub; and web application deployment with Heroku.

Google

Google

Certification: Google Analytics Individual Qualification

June 2012

Industry recognized certification from Google that tests knowledge of digital analytics' best practices and the Google Analytics platform.

WORK EXPERIENCE

LP Interactive

London, UK

UI/UX DESIGNER

June 13 – Present

- Develop W3C compliant websites using HTML5, CSS3, JavaScript and jQuery
- Responsible for visual design which includes selecting imagery, color schemes, typography and form to enhance usability and improve the users' experience
- Communicate design objectives through the use of storyboards, personas, wireframes, prototypes and presentations
- Test sites for cross-platform and cross-browser compatibility as well as responsiveness across various device and viewport sizes
- Constantly assess, research and monitor emerging UI/UX trends, tools and technologies

360 Books

Atlanta, GA

SOCIAL MEDIA AND WEB CONTENT STRATEGIST

June 08 – May 13

- Authored Amazon bestseller "Publish Your First Digital Magazine" which covers innovative ideas, strategies, tools and techniques that can be used in publishing content online
- Consulted with clients on web design considerations and suitable technologies that can be used to aid with effective communications on the web
- Advised on the best reports and analytical data to use to measure, track and analyze website performance and conversion rates as it related to business goals
- Assisted clients with researching and creating SEO strategies

SP Magazine (Print, internet and digital versions)

Atlanta, GA

WEB DESIGNER / CONTENT MANAGER

June 01 – May 08

- Created the content strategy for all versions of the magazine
- Hand-coded and designed the layout for web pages using HTML, CSS and JavaScript
- Checked site for browser and device compatibility—applied fixes as necessary
- Regularly researched and tracked keyword performance to ensure high rankings for appropriate keyword terms
- Used various web analytics and reporting tools to monitor performance in order to recommend new initiatives or revise strategies

Accenture LTD / AT&T

Atlanta, GA

QUALITY ASSURANCE TEST LEAD

Feb 01 – Oct 04

- Tested web-based applications and sites for design, flow, consistency, accuracy, performance and expected functionality across multiple browsers and operating systems
- Assisted with requirements gathering and design specifications writing
- Performed component, integration, functional, system and regression testing
- Mentored and supported test analysts with regards to testing processes, procedures, methodologies and general application knowledge