



The Remedy For Bad Design
ALCHEMIST OF INTUITIVE DESIGN
STEPHANIE LENOROVITZ
OUT OF THE BOTTLE THINKING

DIAGNOSIS

User Experience designer with 6 plus years of experience, working and consulting for large corporations, startups, e-commerce and consumer brands. Background in marketing, advertising and graphic design for digital and print platforms.

SKILLS AND TECHNICAL COMPETENCIES

- Branding, advertising & digital strategy (multi-touch point campaigns, email campaigns, web and mobile ads)
- Wireframing (Sketch, Sketch Toolbox, Zeplin, Photoshop, Illustrator, InDesign, OmniGraffle)
- Prototyping (Axure, Invision)
- User research (planning, worksheet creation, interviewing, group moderator)
- User experience design (heuristic evaluation, card sorting, personas, scenarios)
- User Interface design (happy path flow, user journeys, mvp, benchmarking)
- Responsive design on desktop, mobile, tablet and 3rd screens
- Proficient on social media platforms including Facebook, Twitter and Instagram
- Fluent in French and high school level Spanish skills

EXPERIENCE

Global UX/UI Contractor

Uniqlo (2016-2017)

- Ideated, created, designed mock ups for Uniqlo's mobile and desktop experience targeted towards European and American markets
- Established, tested, applied complex design and topographical systems across mobile web
- Synced design, feel and brand identity of western mobile and desktop ecommerce with existing Japanese design
- Compiled & organized historical design systems to generate style guide for new mobile web app

UX Contractor

Walmart Labs (2016)

- Constructed, ideated, designed wireframes and mock ups for iOS and Android versions of Walmart Pay, a mobile transaction system enabling users to pay for purchases with their phones
- Facilitate and organize a session at Walmart Labs' annual UX summit
- Designed and created a set of 12 original icons for use across organization's customer-facing website.



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Lead UX Designer and Strategist

Brilliant Experience (2014-2015)

- Envisioned, proposed and designed compelling user experiences on mobile and website platforms for several corporate and government clients
- Designed user research materials and conducted user interviews for the National Institutes of Health
- Advised clients on best-practices for mobile and web platforms including gestural interactions
- Spoke at UXPA 2015 DC chapter conference and co-facilitated a UXPA 2014 workshop in London
- Helped create social media content strategy and built push templates for social media networks
- Developed new brand guide for major government client's print and digital products, designed user testing questionnaires, and built working prototypes of mobile app

User Interface and User Experience Designer

DubLabs (2012-2013)

- Created user interface and user experience for mobile applications serving college student end users
- Re-branded mobile application for institutional clients including Harvard and Cornell University
- Helped create a content strategy for website redesign with sales team and art director
- Drafted, re-designed and re-organized content for sales website

User Interface and User Experience Designer

Smartsoft (2011-2013)

- Designed wireframes, style guides and associated assets for iPad, iPhone, Android and Blackberry mobile platforms on behalf of clients including The Home Depot, SAP, Safe-Guard and Mobile Labs
- Evaluated usability of original application and created new interaction design guidelines
- Managed client relationship, advised on best practices for mobile design and set project deadlines
- Our Home Depot iPhone app appeared #3 in the Apple App Store shortly after its release

Digital Creative Contractor

The InfoWEST Group (2008-Present)

- Advised CEO on social media strategy and design best practices for social media platforms
- Produced visual design standards, designed print advertising campaigns, and developed site architecture for corporate clients including Airbus, American Eurocopter, Daher-Socata
- Edited, posted and promoted press releases and feature stories on behalf of clients including American Eurocopter, Arianespace and Airbus
- Published event on the *The Washington Post* Food calendar on behalf of the French International Culinary Association, resulting in 20% increase in tickets sales
- Contributed to copywriting, content administration and online marketing



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VOLUNTEER

Design and UX Consultant

Xochtil Justice Press (2015-2016)

- Designed, photo edited and created 22 children books authored by low income youth
- Advised on design best practices and created visual standards for current and future books

Co-Founder and Brand Manager

Yes Please More Please (2014-2016)

- Created logo, product mock-ups, website visuals, and online promotional material for novel pop-up dining experience
- Facilitated and participated in business strategy decisions
- Decorated, cooked and served for sold-out event

Events Planning Committee Chair

Ad2Dc Public Committee (2011- 2012)

- Provided \$200k worth of time and services over the 2011-2012 year including website redesign, fundraising events, and shooting and production of 3 minute PSA airing on public television, to mentoring organization for young girls in Alexandria called Space of Her Own (SOHO)
- Managed the silent auction Ad2Dc team including 6 volunteers from SOHO

Brand and Graphic Design

United Palestinian Appeal (2011)

- Re-designed organization logo and brand identity
- Responsible for entire production of annual report, including copywriting and content editing, content strategy, page layout and selecting, re-touching and formatting photos

Visual Design Lead and Camp Coordinator

Meso Creso (2009-2015)

- Awarded a grant from the Philadelphia Experiment for outdoor art installation using recycled objects
- Elected to serve on a 7 person body coordinating multicultural artist collective with 50 participants
 - Established information and communication infrastructure including online event calendar
 - Coordinated numerous events and construction of interactive art installations in multiple locations
 - Proposed, created and documented visual design standards and branding guidelines
 - Contributed to visual design for interactive art projects, camp space, flyers, posters and signage.



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EDUCATION, TRAINING AND CERTIFICATIONS

User Experience Program

General Assembly (2015-2016)

BA in Advertising

The Art Institute of Washington (2011)

- Graduated *Cum Laude*
- Awarded Dean's list (two quarters) and honor student (three quarters out of four in 2010)

AS in Business Administration

Northern Virginia Community College (2008)

- Graduated *Magna Cum Laude*
- Dean's List (one quarter) and Presidential Scholar (two quarters)
- Member of Phi Theta Kappa Honor Society