

LORINA BINNING

EXPERIENCE IN UX STRATEGY, RESEARCH, AND DESIGN

PORTFOLIO

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CONTACT

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SKILLS

Adobe CC	Omnigraffle
Sketch	Project Management
Invision	User Research
Marvel	HTML/CSS

EXPERIENCE

Freelance

November 2016- Present
UX Designer

- PlateRate.guru UX Designer
UX Design in NYC Service Design Jam

Compass

April 2016 - November 2016
Marketing Associate

- UX:
 - Performed UX research and wireframing on Listing Presentation product manual
 - Created UX strategy for new tools and products for enterprise software
 - Interviewed users along with product designer in user testing and analysis on new product
 - Collaborated with Engineers to troubleshoot and ensure user functionality

Project Management:

- Project managed multiple client projects with tight deadlines
- Consulted with agents to shape marketing initiatives and brand campaigns
- Liaised between the company's designers and agents to communicate and coordinate the delivery of projects and collateral
- Provided creative and strategic marketing recommendations for agent branding

February 2015 - April 2016
Pitch Specialist

- - Expert in Listing Presentation Tool product
 - Consulted with agents on pitch design and layout
 - Crafted and designed visual branding with color palettes, typography, and imagery
 - Traveled to offices in California for training and consultation on Listing Presentation Tool

INVOLVEMENT

NYCUXPA and IXDA

Volunteer

Responsibilities- Survey data analysis, venue scout, hosting meetings, and etc

NYCUXPA Mentorship Program

Mentee

Piloted with program leaders the 2016 mentorship yearbook

EDUCATION

General Assembly

- UX Design Certificate

Brigham Young University

- Advertising Major
BYUSA, BYU Ad Lab, Study Abroad at BYU Jerusalem Center