

Lane Thomas

UI/UX Creative Director

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Lane is a post graduate educated UI/UX design leader specializing in digital product design and strategy for all of types of screens. She has experience in building out departments, Growing teams, and establishing end to end processes. In the past she has worked to improve functionality and usability of pre-existing products, establishing new ideas as proof of concept and translating business requirements into highly functioning beautiful experiences for all types of users.



EXPERIENCE

08.2016-PRESENT

Director of UX & Design | Assurant Solutions

Hired, Mentored and guided a team of UI/UX designers for a Fortune 300 company. Drove strategy and process for bringing Assurant into the digital landscape. Established styles and guidelines for the brand on the web. Created a formal end to end process for the design and development of Assurant's Saas based B2B platforms. Focused on utilizing digital solutions to cut call center costs, speed up customer registration and reduce input error.

02.2015 – 08.2015

User Experience Manager | Assurant Solutions

Oversaw the UX and creative process for the development of web and mobile platforms. Worked with Developers, Product owners and External clients to create web based software solutions for Assurants large client base. Created a new standard of design within a Fortune 300 company Established Formal process for how products translated from business requirements to highly usable digital solutions

12.2014 – 01.2015

Responsive UI/UX Consultant | My Friend's Nephew

Lead the efforts to translate a newly designed desktop site to responsive views for tablet and mobile. Educated team members on best practice for responsive web design. Drove the creation of a holistic document to hand off to 3rd party development for the creation of Mizuno USA's newest responsive e-commerce site.

03.2014 – 09.2014

UI/UX Designer | PGI

Provided UX and interface design consultation on the redesign of a large telecommunications software platform. Assisted in day to day production needs for mobile applications. Helped drive the long term strategy for several applications within the company. Made best practice recommendations to Product owners and C-level executives

09.2013 – 02.2014

Interactive Designer | Carters

Provided creative and UX support to the Carters e-commerce site during the Holiday season. Developed concepts for upcoming digital campaigns. Presented ideas and gained feedback from marketing and other stakeholders

10.2011 – 09.2013

Hybrid Designer | Teavana+Starbucks

Designed brand, e-mail, and campaign pieces. Art directed all photography Designed packaging, Products, and in store collateral

01.2010 – 03.2011

Mobile Designer | The Weather Channel

Conceptualized and designed weather based mobile applications

04.2010 – 03.2011

Brand Development | The Gotcha Group

Created a full branding system and brand standards for Atlanta based startup

04.2006 – 08.2008

Pre-Press Supervisor | The Print Group

Supervised the proofing and plate making process

06.2004 – 04.2006

Creative Director's Assistant | Martin Dingman

Assisted in re-branding of a luxury brand and establishment of e-commerce site



CERTIFICATIONS

COMPLETE ON 04.2016

UX Certification | Nielsen Norman Institute

11.2015

Leading with Purpose | Assurant Solutions



EDUCATION

GRADUATE CERTIFICATE

Design Studies | The Portfolio Center

BACHELOR OF SCIENCE

Marketing Ad/Promo, Marketing Research Missouri State University



SKILLS

PHOTOSHOP



ILLUSTRATOR



INDESIGN



DREAMWEAVER



FLASH



AXURE



SKETCH



PRINCIPLE



INVISION



PROTO.IO



UNDERSTANDING OF:

HTML & CSS, middle-ware, legacy back-end systems, Android, SCRUM, agile, Design for and Maintenance for CMS platforms, SaaS, .Net, iOS, Android, and responsive web design