



mavi laidlaw

interaction designer

www.mavilaidlaw.com

mavilaidlaw@gmail.com

(818) 422.6514

Orange County, CA

<https://www.linkedin.com/in/mavi-laidlaw/>

Summary

I am an Interaction Designer with over 6 years experience in design creating clean, engaging, visual experiences for the consumer. Currently pursuing an opportunity to join a team that truly values creativity & innovation while building products that are useful, functional and beautiful. I am not afraid to code, have the ability to adapt any creative style as needed while maintaining visual consistency and brand identity. Experience working across a broad range of fidelities from rough sketches to highly polished, production ready mock-ups across multiple platforms as responsive apps.

Professional Experience

UI/UX & Interaction Designer - Freelancer Jun. 2014 - Present

All below previously completed projects can be seen on my portfolio website

Client: Tolly's Treatments - Aromatherapy Co. (6 month project)

- Branding Project - Re-Designed Logo and Packaging Labels

Client: OLA Mexican Kitchen - Mobile App (4 month project)

- Mobile App Design - Analyzed trends, created cohesive and easy navigation, designed UI in Sketch. The final result was a Virtual Tequila Rolodex, a rating system with ability to save favorites and share on social media. App is available on Google Play and iTunes Store

Client: Santa Monica College (3 month project)

- Re-structured the SMC site with user-centered methods in an Agile environment as team leader in a group of four designers. We began with a Client Survey, Competitive Analysis, Personas, Creative Brief, Project Schedule, Project Estimate, and Information Architecture. We designed the entire UI, providing prototypes of high-fidelity Desktop, Tablet and Mobile Wireframes, style guides and each UI element. Final site was created in Wordpress

Client: Truck Line Cutter (3 month project)

- App Design, Truck Line Cutter, process of concept, sketches, low fidelity prototyping, visual design research, user testing, persona creation, and high fidelity prototype

Account Coordinator - Deluxe Digital Studios Sept. 2011 - July 2018

Content Coordinator - Ascent Media Jan. 2006 - Sept 2011

- Manage digital workflows for client VOD projects and track daily metrics for vendor content
- Lead communications with third party service providers, and content providers including: Disney Digital Studios, Warner Brothers, Paramount Pictures, Sony, Google, iTunes, Netflix, and DIRECTV
- Manage the accurate and timely processing of over \$1 million in billing over the last six years
- Ensure media orders are accurately created in our CMS, including detailed client instructions that I translate into concise operational instructions for internal teams
- Create and document specifications, workflows and all new processes for day-to-day business operations while training company staff as needed
- Earned Spot Recognition Award for project completion time and accuracy for over 13 major trailer launches (40+ languages each) for the Disney EST Mastering Workflow. Total earnings upward of \$180,000 in billing revenue over the past year with 100% on-time delivery

Expert in UX/UI Methods

Personas	Balsamiq
Usability Testing	Card Sorting
Competitive Analysis	Creative Briefs
Wireframing	Visual Design
Prototyping	User Centered
Interactions	Design Patterns
Iterations	Keynote
User Interface	User Stories
Info. Architecture	Sketching

Expert in Visual Design

Adobe Dreamweaver	Adobe XD
Adobe Illustrator	Adobe InDesign
Adobe Photoshop	Sketch App
Design Principles	Typography

Familiar with Development

HTML5	CSS3
Wordpress	WIX
SEO	Javascript
SQL	JQuery
PHP	Bootstrap

Relevant Skills

Project Management	Team Work
Problem Solving	Organized
Time Management	Leader

Languages

- Fluent in English
- Fluent in Spanish (Native)
- Elementary Sign Language

Education

California State Polytechnic University, Pomona

Dean's Honors List

- Bachelor of Arts - Music Business
- Marketing Minor

Santa Monica College

- Associates of Arts - Graphic Design
- Certificate - Web Design

Santa Monica College

- Associates of Arts - Website Software Specialist

Independent Studies

Santa Monica College

- Classes: UX 1 & UX 2

Studio Arts

- Intro to UI/UX

Type Ed

- Classes - Type 1, 2, 3, and more