

# Emily Lepore



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## UX/UI DESIGNER

### EXPERIENCE

Relocated to Seattle!

#### Blue Fountain Media

August 2015 - Present

New York, NY

##### Information Architect

Clients: USpolo.org, Intelligence Squared, NYU, MVR, LCW Law, inVentive Health, Colonial Surety, AllGood Network

- Assess existing sites for usability, design, content, and branding and recommend design, implementation ideas, and efficient site planning strategies from a user-centric perspective to meet client business objectives and user goals
- Collaborate with strategy, marketing, design, development, and account directors to build effective e-commerce, and corporate sites
- Conduct user research and stakeholder interviews for gathering requirements regarding business initiatives and site features
- Create sitemaps, user flows, task flows, wireframes, content mapping, and prototypes that effectively communicate designs to stakeholders
- Develop wireframes depicting all elements on a unique screen type with navigation and functional specifications

#### Intstrux

March 2015 - July 2015

New York, NY

##### User Experience Designer

- Created user flows and developed wireframes for the iOS tablet app., Rolester

#### Anvil + Gear

June 2014 - Dec 2014

New York, NY

##### User Experience Designer

Main Clients: Lindblad Expeditions - National Geographics, Pfizer, F. Schumacher & Co.

- Synthesized high fidelity documentation including: Annotated Wireframes, Site Maps, User Flows, Functional Specifications
- Conducted discovery meetings with key stakeholders to define goals, branding requirements and conceptualized human centric designs
- Owned projects where all business requirements were met and ensured an optimized end user experience
- Illustrated low fidelity wireframes to quickly communicate conceptual ideas, brainstormed and collected feedback
- Incorporated accessibility and scalability to multiple platforms by working closely with Lindblad Expeditions - National Geographic's lead developer
- Preserved the integrity of branding and aesthetics while managing client feedback with my visual designer
- Brainstorm sessions with key Pfizer stakeholders innovating client and client to customer communications (B-B-C)

- Conceptual Wireframes for three different types of Pfizer users, intricate details with account status and percentages to closely monitor the user's activity
- Performed User Research through users surveys, User Personas by empathizing with the target users, Graphic Design and UI Design, User Flows, and interactive Prototypes for Shake, a mobile application
- Increased work efficiency and streamlined our brand by designing company templates and stencil libraries of frequently used assets

## Booker

June 2013 - June 2014

New York, NY

### Customer Experience Specialist

- Gained an in-depth understanding of over 200 customer's needs
- Researched our competitor's product and proposed creative solutions with our product director to enhance our product features
- Established cross department resource sharing with our marketing and design team resulting in consistent branding and cutting excessive development work
- Analyzed client conversion challenges, strategized better cross-departmental communication between Sales and Implementation for a smoother onboarding process

### Sales Executive

- Built rapport with prospective clients, managed pipeline of 80-100 calls per day, and lead my team with longest talk time

## Advertising Agency Experience

New York, NY

<b>DraftFCB</b>	<b>Executive Assistant/Creative Coordinato</b>	2003 - 2007
<b>Agency.com</b>	<b>Creative Coordinator</b>	2007 - 2008
<b>Pipe Line PS</b>	<b>Production Assistant/Producer/Actor</b>	2009 - 2011

## Volunteer Projects

**Thorn Tree Project** *"Educate the children of traditional nomadic families in Northern Samburu"*

**Online and Silent Auction Manager** | **New York, NY**

- Conceptualized and executed our first online auction resulting in an additional \$40k revenue
- Implemented new SaaS tools which increased volunteer productivity and bidding activity over 30%

**Field Volunteer** | **Samburu, Kenya**

- Interviewed and wrote bios of 40 Samburu students resulting in \$40k+ in high school sponsorships
- Trained production team to create ongoing video documentation - keeping sponsors abreast of the positive influence of their contributions

**Cherub Improv** *"We Bring the laughter of medicine to those who need it most"*

**Comedic Improviser and Workshop Leader** | **New York, NY**

- Improvisation Team Member - performing for cancer patients, and senior homes
- Workshop Leader for Big Brother Big Sister events

**The Phuket Project** *"Rebuilding hope for victims of the 2004 Tsunami"*

**Field Volunteer** | **Phuket, Thailand**

- Team Leader - Three weeks rebuilding houses in Khao Lak and Patong - regions of Phuket, Thailand

## EDUCATION

<b>WVU   Morgantown, WV</b>	BFA in Theater Acting
<b>NYU SCPS   New York, NY</b>	UX Fundamental Certificate
<b>SVA   New York, NY</b>	Workshops: Graphic Design, and Typography
<b>Women Who Code   New York, NY</b>	Intro to HTML & CSS, Intermediate HTML5 & CSS3
<b>Lynda.com Certificates   online</b>	Agile at Work: Building Your Agile Team; Mapping the Modern Web Design Process; WordPress.com Essential Training; UX Design Tools: Axure; Responsive Design Fundamentals

## SKILLS

<b>COMPUTER Mac and PC</b>	Omnigraffle, Visio, Axure, invision, Adobe CC, Sketch3, Fireworks, AfterEffects
<b>OTHER</b>	Voiceover Artist, Mistress of Ceremonies/Public Speaking, Improvisation, Actor, Film & Stage Producer, Special FX Makeup, Dog Rescue Owner, Philanthropist, Adventurist and Curious Mind

**EMILY LEPORE**

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