**Raven Porter - UX/UI Designer**

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**SUMMARY**

A skilled UX/UI designer with a background in visual design and multimedia production brings an innovative approach to improve user experience, create compelling visual content, and build professional relationships, using user-centered design principles to generate robust solutions with high-fidelity annotated designs.

**TECHNICAL SKILLS**

**Tools:** Figma, Adobe XD, Sketch, Adobe Suite, and Google Suite

**Research skills:** Competitive analysis, heuristic evaluation, journey mapping, empathy mapping, user interviews, user testing, benchmarking, ethnography, and task analysis

**Design skills:** Brand development, color theory, graphic and web design, and basic HTML/CSS
***Additional Skills:*** Adobe Creative Suites (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Procreate, Google AdWords, Microsoft Office Suites, Keynote, Brand Development

**UX/UI PROJECTS**

***InRoute***| Thinkful | <https://madgemsnola.wixsite.com/ravenporteruxui/copy-2-of-work> *02/2023*

***High-fidelity prototype***

* An transit app offers real-time bus info, route planning, tracking, and ticket purchase
* Solo UX/UI designer.
* Utilized double diamond design process and user-centered design.
* Used Figma and Miro to conduct user research and create deliverables.
* Built a branded, high-fidelity clickable prototype using Figma and Illustrator.

***The Location***| Thinkful | [https://madgemsnola.wixsite.com/ravenporteruxui](https://madgemsnola.wixsite.com/ravenporteruxui/copy-2-of-work) *03/2023*

***Medium-fidelity prototype***

* An app that allows ticket purchases, event updates, and music playlists.
* Solo UX/UI designer operating design sprint.
* Utilized double diamond design process and user-centered design principles.
* Used Figma and Miro to conduct user research and create deliverables.
* Built a medium-fidelity clickable prototype using Adobe XD.

**PROFESSIONAL EXPERIENCE**

*Lollipop Boutique New Orleans, LA*

**Freelance Graphic Designer** 01/2016 – Present

* Develop and introduce a new visual identity to embrace the company's direct-to-consumer strategy.
* Created advertisements/brochures, magazines, websites, digital marketing, business cards, corporate reports, and social media content for organization awareness and promotion.
* Enhanced sales by 27% by creating over 150 projects, including brochures, web campaigns, social media posts, web design, and infographics.

*Craft Social New Orleans, LA*

**Owner/Operator** 01/2021 – Present

* Manage craft business operations, including staff supervision, event planning, marketing, and financial management
* Develop and implement revenue and customer satisfaction strategies while maintaining product and service quality
* Maintain strong relationships with customers, vendors, and community organizations to promote business growth

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*QA Claims New York, NY*

**State Farm Claims Adjuster** 03/2021 – 08/2022

* Processed and managed emergency insurance claims remotely using Microsoft Office and Xactimate
* Investigated claims by determining appropriate policy coverage, evaluating damages, and assessing liability
* Reviewed, reconciled, communicated, and negotiated with various individuals, including insured parties, claimants, attorneys, public adjusters, and contractors

### *Access Health Louisiana New Orleans, LA*

### **Graphic Design Intern/ Lead Graphic Designer**01/2019 - 12/2019

* Served as a lead graphic designer for the F-NO film festival to create websites, brochures, infographics, flyers, logos, and swag bags for the event.
* Designed infographics and power points for several public health conferences throughout the New Orleans area.
* Planned and delivered public health film festival successfully in close collaboration with fellow interns.
* Grew brand by advancing creative vision across digital platforms, advertising, and proposing ways to showcase cinema.

**EDUCATION**

*Thinkful*  Online

**Certificate, UX/UI Design Program**  12/2022 - 05/2023

* Conducted user surveys and interviews, leveraged data to develop personas, empathy, and journey maps, user stories, and flows to make informed design decisions
* Utilized the double-diamond process and design sprint
* Created compelling case studies to showcase findings and design decisions with clients and stakeholders

***Louisiana State University***  Baton Rouge, LA

**Bachelor of Fine Art in Studio Art with a concentration in Graphic Design** 05/2019