




Kelly Lan

User Experience & Visual Designer

Kelly Lan has over 5 years of professional experience in visual execution & product planning through human-centered design methods. She hails from the vibrant community of Princeton, NJ and is passionate about crafting rich digital experiences that focuses on user needs & overall product satisfaction.

 **PORTFOLIO** www.kellylan.com
password upon request

 **LINKEDIN** <http://bit.ly/2CIYxFO>

CONTACT

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AFFILIATIONS

- **Interaction Design Foundation**
- **Woman of Color in Pharma**
- **Taiwanese-American Next Generation**
Marketing & Program Director '18

EDUCATION

CERTIFICATION IN ADVANCED UX

New York University
Center for Advanced Digital Applications

BACHELOR OF FINE ARTS

Syracuse University
Communications Design Program

References upon request

DESIGN EXPERIENCE

FREELANCE UX & VISUAL DESIGNER

Self-Employed

Present

Greater New York/Philadelphia Area

- Collaborate with small businesses/organizations to bring creative vision to life
- Build client relationship through digital consultancy to meet business objectives

UX DESIGNER

Cadient Group - A Cognizant Company

2016 - Present

Philadelphia, PA

- Conduct competitive analysis & client prioritization workshops to create suggested actions for site redesigns
- Perform qualitative user research to inform personas and user stories
- Lead information architecture strategy in partnership with SEO & content managers
- Develop site/app map to identify navigation hierarchy
- Prototype MVP for stakeholder presentations with an understanding of both user needs & business goals in mind
- Document full-site annotated wireframes, functional requirements & task flows
- Hold governance role for global divisional sites & a liaison for offshore dev teams

SR. INTERACTIVE DESIGNER

Guidemark Health

2015 - 2016

Princeton, NJ

- Plan & execute digital sales aid & interactive presentations
- Comply with client's internal tech specification and framework
- Distill complex medical language into infographics
- Develop understanding of HCP and consumer marketing and its regulations

DIGITAL DESIGNER/ART DIRECTOR

MRM McCANN East

2013 - 2015

NYC | Princeton

- Lead 360 digital ad campaigns for IHOP® & Educational Testing Services (ETS)
- Build adaptive/responsive layouts in pixel-perfect form for tech hand off
- Foster brand loyalty through newsletters, e-mails & social listening
- Promote English language learning through data visualization
- Stewards of GRE® & TOEFL®'s Facebook, LinkedIn & Instagram properties
- Research visual language nuances while designing for international markets

TECHNICAL SKILLS

Photoshop & Illustrator



Wireframes & Prototypes



Axure & Sketch



Work Flows Diagrams



Basic HTML & CSS



Functional Specifications



Data Visualization



Facilitate Workshops/Testing

