

DEBI LAEZMAN

UX & UI Designer
Art Director & Graphic Designer

📍 Los Angeles CA

📞 310 261 9041

🌐 www.debidoesdesign.com

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PROFILE

I am a UX & UI designer with experience in art direction, graphic design and brand development. I blend my skills with visual design theory and UX design thinking to guide my creative process. I combine empathy, strategy and innovation to deliver solutions that match the goals of your business, the needs of your customers and the core values of your brand.

TOOLS

Adobe Creative Cloud
Illustrator, Photoshop & InDesign
Sketch, Figma & XD
Invision & Marvel
Miro
Pen & Paper
Keynote & Google Slides
Google Docs & Spreadsheets
Microsoft Office & Word
Microsoft Excel & PowerPoint
Trello, Zoom & Slack

EDUCATION

UXDI Immersive Training
General Assembly

Leadership Training
Eagles Flight

Advanced PhotoShop & Illustrator
Productivity Point

Web Development Training
Otis College of Art & Design

BA Graphic Design
California State University
Sacramento

UX & UI EXPERIENCE & PROJECTS

Wysefit | 6 Week Contract

Project Lead | Research & Site Architect | UX & UI Designer

Redesigned the fitness app's on-boarding and site architecture to improve first time users' experiences and increase conversions.

- Conducted research through heuristics and C&C analysis
- Led over 10 user interviews and usability tests
- Tested and iterated user flows, navigations and browsing features
- Refreshed UI and added a color blind friendly palette
- Designed and delivered a hi fidelity prototype for implementation

Help Out Community Network Site | 3 Day Hackathon First Place Winner

Project Lead | Research & Site Architect | UX & UI Designer

Developed the winning concept for an app connecting neighbors to "Help Out" during COVID19. Built and deployed a site with 2 user flows and a functioning live chat feature in 3 days.

- Collaborated and led 3 UX designers and 2 programmers
- Used lean UX to do research and define the design strategy
- Sketched flows, page layouts and paper prototypes to test ideas
- Designed and delivered hi fidelity wireframes to programmers

DormBox Site Redesign | 2 week sprint (Pro Bono thru General Assembly)

Researcher | Information Architect | Lead UX & UI Designer

Redesigned the booking and check out flow for a college moving and storage company needing to meet customer needs during COVID19.

- Discovered user pain points from C&C analysis, testing and chats
- Created 2 personas and journey maps from affinity mapping
- Held a design studio and iterated user flows and site maps
- Conducted task analysis to validate lo and mid fidelity prototypes
- Re-branded the site with a styleguide and new info graphics
- Designed a hi fidelity prototype for entire site

The Petersen Museum AR App | 2 week sprint (Pro Bono thru General Assembly)

Researcher & Site Architect | Lead UX, UI and App Designer

Created an MVP for the Petersen Museum to enhance visitors' experience through AR technology.

- Defined the design strategy through C&C analysis and interviews
- Used affinity and empathy mapping to create a proto persona
- Created and tested lo and mid fidelity prototypes
- Designed a style guide, logo, icons and a hi fidelity prototype

Green Room Site Redesign | 2 week sprint (Pro Bono thru General Assembly)

Principal Researcher, Site Architect and UX & UI Designer

Redesigned an outdoor E commerce site by introducing new search tools, filter options and a new 3 step check out process.

- Ran C&C analysis, heuristics evaluation and usability testing
- Created a persona and streamlined features by affinity mapping
- Redefined the site architecture through card sorting
- Conduct task analysis on lo and mid fidelity prototypes
- Redesigned the site's branding and built a hi fidelity prototype
- Created mid fidelity wireframes for a mobile responsive version

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⚙️ SKILLS

UX

Heuristic Evaluation
C&C Analysis
Surveys & Contextual Inquiries
Affinity & Empathy Mapping
Personas & Scenarios
Journey Mapping
Card Sorting
Information Architecture
Lo and Mid Fidelity Wire Frames
Prototypes
Usability & A/B Testing
Task Analysis

UI and Visual Design

Creative Direction
Packaging & Brand Development
User-Centered Design
Web & Mobile Design
Icon and Logos
Style Guides and Mood Boards
Hi Fidelity Prototypes

Leadership & Business

Mentoring & Team Leadership
Project Management
Brand & New Business Development
Creative Marketing
Strategic Planning
Waterfall & Agile Work Environments

Operations

Production Supervision
Cost Control
Contract Negotiations
Vendor Relations

👜 DESIGN EXPERIENCE

Debi Does Design, LA CA | 2004 – Present Owner | Principle Design

A one-stop-shop delivering design solutions, creative strategies, art direction and brand development. Building creative content from concept to completion.

- Clients include consumer products, toys, gaming, TV & film and corporate & small businesses
- Creating brand & style guides, logos & packaging, promotional assets, retail merchandising and more

Mattel, El Segundo CA | June 2015 - Sept 2017

Senior Art Director & Manager of Brand Creative

Led brand creative and packaging for girl and boys categories. Managed teams of designers, engineers, copywriters and served as the liaison between management, marketing, development and licensors.

- Oversaw fashion doll brands Ever After High and launched DC SuperHero Girls, the first action oriented doll and licensed entertainment partnership with Warner Brothers
- Supervised boy's creative for Matchbox, Cars, Fast & Furious and Jurassic World

Spin Master Toys, LA CA | April 2009 - June 2015

Senior Art Director of Global Creative

Co-developed the creative division for boys, girls, preschool and licensed properties. Managed and recruited a staff of designers, production artists, engineers and outside photographers, illustrators, and creative agencies. Supervised production and operations overseas.

- Created the logo and packaging launch for Paw Patrol, a global entertainment and toy franchise
- Designed the logo and packaging for Liv, a \$100M US fashion doll brand
- Creative lead for Dreamworks' How To Train Your Dragon and Disney's Monsters University

Vivendi Universal Games, LA CA | Jan 2000 - May 2004

Art Director & Lead Designer

Managed an inhouse team of designers, copywriters and external vendors. Creative lead for key art and video game packaging, trade show event graphics, retail merchandising and advertising.

- Art directed photoshoots, illustrations
- Supervised pre and post print production
- Managed Barbie, Blizzard Entertainment, Fox Interactive and Knowledge Adventure brand titles