

# Leyda Vega Hughes

## UX + UI DESIGNER

 LeydaDesigns.com

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### SOME OF MY FAVORITES

Trappist Beers  
Eating Pâté  
Making Things  
Public Transportation  
Learning about Microbiome

### MY STRENGTHSFINDER

1. EMPATHY
2. ACHIEVER
3. INTELLECTION
4. RESPONSIBILITY
5. INDIVIDUALIZATION

## UX/UI EXPERIENCE

### PRODUCT DESIGNER - PIVOTAL LABS (3/2017 - ...)

Full stack product designer (research, concept, interaction design, user-testing, lean strategy, visual design) in a team environment that is constantly learning, iterating on and improving on process.

### SR UX/UI DESIGNER - SHARECARE (4/2016 - 3/2017)

Sole Designer for a patient scheduling product, responsible for; research, wireframing, annotating, low/med/hi-fidelity prototyping, protocol-writing, user-testing (remote and in-person), post test analysis, making recommendations, presenting findings to client, final UI Design, iterating on design, SVing tickets in an agile environment with remote dev team.

### OWNER - LUNCHPAIL DESIGNS, LLC (2011-2016)

Ran my own business branding startups, businesses and individuals with a focus on brand development & WordPress website design.

### ART DIRECTOR - CARTOON NETWORK (2005-2011)

Digital Art Director and Lead Designer, designed and established artistic direction for show launch websites and online user experiences. Volunteered for super unsexy pet projects that increased department's efficiency and productivity like:

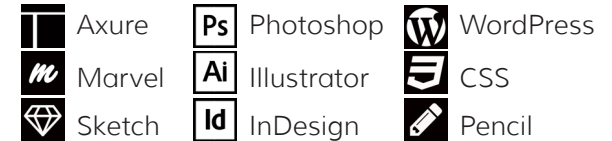
- Wrangling 13,000 fonts onto a sync-able server for designers and developers.

- Converting styleguide and media kit content onto WordPress websites to be more conveniently accessed by the company's remote teams.

### DESIGN MANAGER - COX COMMUNICATIONS (2005)

One-man-band, in-house UI designer for new products and applications. Bridge-builder between corporate marketing and remote designers; set standards based on high-level marketing initiatives, created design templates, communicated and oversaw the vision.

## TOOLS



## SKILLS

 DISCOVER Research. Interviews. Personas.

 SKETCH Whiteboard. Brainstorm. Sketch.

 PROTOTYPE User flows. Wireframes.

 TEST User-test. Refine. Repeat.

 DESIGN Hi-fidelity. Pixel-perfect. Beautiful.

## EDUCATION

### General Assembly

UX Design / 10-week / full-time

500+ hours of applied user-centered methods: Research, Personas, Use Cases, User Tasks, User Flows, Competitive Analysis, Affinity Diagramming, MVPs, Site Maps, IA, Sketching, Wireframing, Prototyping, Usability Testing.

### Thoughtful

Front-end Development Course

### Ringling College of Art & Design

BFA / Graphic Design

### Rhode Island School of Design

Pre-College Program / Graphic Design