Leyda Vega Hughes

UX + UI
DESIGNER

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SOME OF MY FAVORITES
Trappist Beers
Eating Pâté
Making Stuff
Public Transportation
Learning about Microbiome

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

UX/UI EXPERIENCE

GENERAL ASSEMBLY
500+ hours of UX project work, (group and individual). Applied user-centered methods to solve complex UX problems: User Research, Personas, Use Cases, User Tasks, User Flows, Competitive Analysis, Affinity Diagramming, MVPs, Site Maps, Information Architecture, Sketching, Wireframing, Prototyping, Usability Testing, Presenting, Storytelling.

LUNCHPAIL DESIGNS (2011-today)
Ran my own business branding startups, businesses and individuals with a focus on logo development & WordPress websites.

CARTOON NETWORK (2005-2011)
As 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 a WordPress website that could then be more conveniently accessed by the company's remote teams.
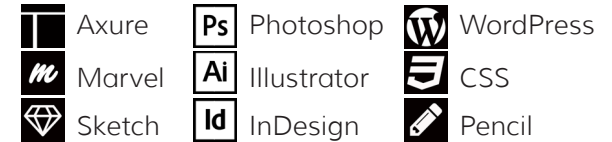
COX COMMUNICATIONS (2005)
One-man-band in-house UI designer for new products and applications. Bridge-builder between the corporate marketing department and remote designers–Set the standards based on high-level marketing initiatives, created the design templates and then communicated and oversaw the vision.

COXNET ADSTUDIO (2002-2004)
Designed websites, display advertising and UI work for AJC.com.

TOOLS

- ⊤ Axure
- m Marvel
- ◆ Sketch
- Ps Photoshop
- Ai Illustrator
- Id InDesign
- W WordPress
- CSS
- ✏ Pencil

SKILLS

💬 DISCOVER
Research. Personas. Interviews.

✏ SKETCH
Brainstorm. Whiteboard. Sketch.

🖼 PROTOTYPE
User Tasks. User flows. Wireframes.

👥 TEST
User-testing. Refine. Repeat.

🖌 DESIGN
Hi-fidelity. Pixel-perfect. Beautiful.

EDUCATION

General Assembly
UX Design / 10-week full-time accelerator

Thinkful
Front-end Development Course

Ringling College of Art & Design
BFA / Graphic Design

Rhode Island School of Design
Pre-College Program / Graphic Design