

EFFIE HULBERT



VISUAL DESIGNER

EXPERTISE



VISUAL DESIGN

USER INTERFACE

USER EXPERIENCE

INFO ARCHITECTURE

CONTENT MANAGEMENT

SKILLS



ADOBE PHOTOSHOP



ADOBE ILLUSTRATOR



SKETCH



INVISION



PROFILE

Experienced Visual, Web and UI Designer with a passion for intuitive design that encompasses design principles. Received bachelor's degree from University of California, Berkeley and achieved UX Certification from Nielson Norman Group, a world leader in UX design and research. Experience includes creating pixel perfect visual designs and translating business goals, workflows, and wireframes into usable designs. Expertise includes artistic graphic and web design, creating innovative concepts, interface and UX design, typography, and color theory.

EXPERIENCE

LEAD UI/UX DESIGNER | Proove Biosciences, Inc., Irvine (OCT 2016-PRESENT)

A biotechnology company that provides proprietary genetic testing. Responsible for leading and executing innovative creative for multi-device digital products (mobile, tablet, desktop).

- Design and create on-brand visual designs that meet and exceed business goals and requirements.
- Designed a new website, a physician portal, and a patient portal from the ground up (in less than 6 months) that resulted in an immediate increase in traffic, slashed a minimum of estimated \$250k in cost due to process improvement with new and contemporary visuals to communicate the message clearly. Responsibilities included but not limited to:
 - Collaborated with project manager, business stakeholders, and executives (including CTO and CEO) on strategy, content, and user personas.
 - Planned information architecture, created sitemap and wireframes.
 - Designed high-fidelity visual mocks (mobile, desktop, tablet).
 - Worked closely with developers to implement the designs including building out markup using HTML and CSS.

WEB DESIGNER | SecureAuth Corporation, Irvine (SEP 2015-OCT 2016)

A technology company that provides access control solutions to mobile devices, cloud and web applications, and network resources. Responsible for creating and designing high-quality usable designs for the consumer facing website.

- Collaborated closely with the VP of Marketing, management and other business stakeholders to translate business goals, workflow, and wireframes into intuitive and interactive designs that met business needs and followed UX/UI best practices.
- Managed vendors and consultants and delegated development tasks.
- Delivered organized and well-constructed assets to developers for conversion to HTML/CSS.

WEB GRAPHIC DESIGNER | Draper's & Damon's, Irvine (JAN 2015-AUG 2015)

A fashion retail company. Supported in-house design team in web production, image asset management, and other design needs including but not limited to designing web campaigns, email blasts, banners, gateways, and landing pages. Worked with e-commerce/marketing on user experience, color, layout, and other factors to clearly convey the business message, entice user interaction, and foster an increase in conversions.

- Designed direct-to-customer email campaigns (10 or more per week) resulting in increased email demand up to 6 figures daily.
- Designed visual assets, layouts, and pages from concept to completion for the consumer facing retail website.
- Delivered organized and well-constructed assets to developers for conversion to HTML/CSS.
- Designed banners and landing pages from concept to completion.
- Collaborated with marketing, e-commerce, and creative teams.
- Monitored competitors and reviewed focus group data and analytics to increase conversions and improve user experience of digital design efforts.



Portfolio:
www.effie.website

949.529.0809
Effie@DesignLaMode.com

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CONTACT



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PORTFOLIO



WWW.EFFIE.WEBSITE



EXPERIENCE CONTINUED

WEB & GRAPHIC DESIGNER/CONSULTANT | Design La Mode, Irvine (JAN 2012-JAN 2015)

A digital design and development consulting business.

- **3-Thirty-3 Waterfront (3Thirty3nb.com)** | Newport Beach, CA
 - Designed a new modern website to display the stunning visuals of the bay, sunset, restaurant, and food with responsive images and to integrate online reservations, online gift cards, and online ordering, resulting in a better user experience and increased web sign-ups.
- **DivBar** | Newport Beach, CA
 - Designed a new website to highlight the quality visuals of food and restaurant experience resulting in a 40% increase in traffic to the website and an increase in foot traffic to the restaurant.
 - Designed multiple online promotions and hero image ads that resulted in an increase of customer awareness of specials and menu items and foot traffic to the restaurant.

WEB DESIGNER INTERN | Trinet Internet Solutions, Irvine (JAN 2014-JAN 2015)

An interactive web firm in Orange County.

- Created artistic design of websites and user interfaces to effectively communicate the ideas being promoted.
- Designed e-Newsletter, banners, landing pages, images, icons, and online forms, while analyzing and implementing business goals and ensuring functional requirements were met.
- Developed the overall layout and production design for advertisements, SEO and ROI handouts, and corporate reports for the marketing department to increase sales.
- Built websites using Adobe Muse.
- Website maintenance and graphic enhancements to increase sales and client base.

PROJECT ASSISTANT | Latham & Watkins LLP, Los Angeles (JUN 2007-JAN 2009)

One of the most profitable and prestigious law firms in the United States.

- Assisted attorneys and senior paralegals with broad ranged responsibilities that encompassed the timely and complex preparation of cases from discovery to trial phase.
- Performed computerized and law library research to obtain and gather case-relevant data and materials, which helped both the firm and the clients to save costs.
- Prepared content-specific case files for attorneys reflecting supporting forms, documentation, and photographs to use during client presentations, and indexed/cross-referenced network database information to increase efficiency.
- Updated, organized, and maintained case files, discovery binders, and expert files to ensure 100% accuracy.

PROJECT SPECIALIST | University of Southern California, Los Angeles (JUL 2006-JUN 2007)

Environmental Health research team at Keck School of Medicine, USC.

- Assisted in the design of study protocols. Recommended methods and procedures for data acquisition and quality control, which improved the overall accuracy of the study.
- Assisted in building and maintaining more than 1,000 study samples. Eliminated data errors by monitoring participant progression throughout the study.
- Conducted in-home and telephone interviews with participants to increase the size of samples by 50%.
- Contributed to the documentation and update of study procedures, which enhanced quality and consistency of result.
- Assisted in the planning of data collection. Generated graphs, charts or tables to present analysis and provided interpretation.

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EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY (2000 - 2004)

Bachelor of Arts

IRVINE VALLEY COLLEGE (2010 - 2011)

Certificate of Achievement, Digital Media Arts: Graphic Design

Certificate of Proficiency, Digital Publishing

(GPA 4.0, Dean's List)

UC IRVINE EXTENSION (2016)

Web Design and Development Courses



PROFESSIONAL TRAINING & CERTIFICATIONS

UX CERTIFICATION

License# 1011723

- ✓ The Human Mind and Usability
- ✓ Top Web UX Design Guidelines
- ✓ User Interface Principles Every Designer Must Know
- ✓ Persuasive Web Design
- ✓ UX Basic Training



PRAGMATIC MARKETING CERTIFIED

Pragmatic Marketing
(Foundations and Focus)

