

Gina Luttrell

User Experience Designer

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Experience

Design Lead, Founder

Firedrake Beauty Labs | May 2020 - Present

- › **Created industry-first web app** for shopping and maintaining single eyeshadow collections.
- › **Developed architecture and navigation for over 8,000 products** across more than 50 brands.
- › **Built and maintained design system** in Figma for Universal Palette Builder to aid in cross-team collaboration.
- › Concepted and designed brand identity and marketing materials.

Designer

Eastern Standard | November 2019 - April 2020

- › Led collaboration across teams to create faceted search system for large legal publication.

Web/UX Designer

Creative Multimedia Solutions | March 2017 - July 2019

- › **Planned and designed company's first product**, coordinating across multiple teams over two companies.
- › Designed and introduced site planning processes for collaboration among developers, designers, and managers.
- › **Concepted and implemented company's first design system** and documentation.
- › Mentored junior designers in UX methodology.

UX Designer

Design By Gina | 2015 - 2017

- › **Architected, designed, and built touch-screen interface** for required government signage in day care front lobby.

Digital/Web Designer

Foundation for Individual Rights in Education | 2012 - 2015

Knowledge

UX Method

Market/Competitor Research
Requirements Gathering
Persona Development
Information Architecture
Wireframing
Design Systems
Prototyping (paper, rapid, interactive)
Usability Testing (qualitative, quantitative)
Interface Design (cross-platform)
Interactive & Animation
Design+Build (front end)

Tools

Figma
Sketch, Adobe Creative Suite
Invision
Zeplin
HTML/CSS
Javascript (basic)

Education

December 2018

Nielsen Norman Group

Interaction Design:
3-Day Course

Class of 2011

Agnes Scott College

Bachelor of Arts
Philosophy, Political Science