

Lesly Limon

UX & UI Designer with a background in Art Direction and Visual Design.

LeslyLimon.com

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EDUCATION

M.S. User Experience Design

Kent State University | GPA: 3.97

Aug 2020 - Aug 2022

B.A. Double Major: Graphic Design/Organizational & Corporate Communication

University of Texas at El Paso

Jan 2012 - May 2015

A.A. Mass Communication/Journalism

El Paso Community College

Aug 2009 - Dec 2011

SKILLS

Design

Prototyping, Wireframing, Animation, Visual Design, Design Systems, Illustration, Art Direction, Packaging, Digital Design, Web Design, Print Design, Typography, Branding & Identity

Research

Competitive Analysis, Journey Mapping, Storyboards, Usability Testing, Content Analysis, Contextual Inquiry, User Research, Information Architecture, Sitemaps, User Flows

Tools

Figma, Sketch, Invision, Adobe XD, Zeplin, Photoshop, Illustrator, InDesign, After Effects, Keynote

Programming

HTML, CSS, JavaScript

EXPERIENCE

Freelance UX Designer

Apr 2022 - present | PrivSource | Los Angeles, CA

- Collaborated directly with the sole developer and CEO of the company to redesign the PrivSource landing page and website in order to increase user registrations.

Freelance Art Director & Designer

Jan 2010 - present | Los Angeles, CA

- Provided a range of services for various agency, in-house, and startup clients. Services include – UX design, website & landing page design, branding & identity, packaging, art direction, display design, email design, and more.

Senior Designer

Mar 2019 - Feb 2021 | Milani Cosmetics | Los Angeles, CA

- Led and conceptualized rebranding for the company on a global scale. Redesigned brand assets after conducting extensive brand research and competitive analysis.
- Created the first limited edition collections for the brand – including collaborations with celebrities and influencers – which boosted overall sales, along with website and social engagement.

Designer

May 2018 - Mar 2019 | Wet N Wild Cosmetics | Los Angeles, CA

- Responsible for crafting a unified image for the brand globally across digital and print platforms for various products and campaigns. Deliverables included web banners, emails, animations, advertisements, packaging, in store displays and more.
- Spearheaded Art Direction for the 2019 Halloween Fantasy Makers campaign. Worked cross-functionally with project managers, models, photographers, and makeup artists on set.

Lead Designer

Oct 2015 - May 2018 | Hatchbeauty Agency | Los Angeles, CA

- Oversaw several global agency brands and conceptualized product designs from concept to completion – including website & landing page design, wireframes, banner ads, animations, branding, mockups, packaging, in store displays and more.
- Managed and mentored junior designers while working collaboratively with project managers and cross-functional teams to complete all program deliverables on time.

CERTIFICATES

Visual Elements of user Interface Design | California Institute of the Arts on Coursera

User Experience Design | LinkedIn Learning

Interaction Design | LinkedIn Learning

Design Aesthetics for the Web | LinkedIn Learning