



Laurie Mahoney

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User Experience Visual Design

Seasoned creative professional that is committed to designing user interfaces that are as aesthetically pleasing as they are usable. Believes the user experience designer is the voice of the user, responsible for ensuring the best possible experience while balancing business goals and user needs. An organized, proactive team player that strives to maintain a positive working environment by collaborating with both internal and external design and technical teams, to design and implement successful experiences.

Skills

- Experienced with a variety of design tools, including Adobe Creative Suite 5 - Photoshop, Illustrator, and Dreamweaver
- Excellent project management and communication skills for supporting client partners and collaborating with all levels of the organization
- Leverages design skills and user experience knowledge, to serve as user's advocate
- Lead projects in conjunction with the creative director and senior team members
- Design composites, creative storyboards, style guides, and UI documentation for providing detailed specifications for developers
- Practiced UX designer, with knowledge of usability principles and techniques. Providing fast turnaround of actionable insights and design recommendations
- Experience with creating HTML and CSS prototypes for usability testing
- Promotes a creative culture through educating, inspiring and developing group skills, along with a determination to execute great interactive work
- Provides design input and ideas for creative solutions for technical limitations
- A blend of technical and design skills

Portfolio is available with samples of work demonstrating user-centered and design solutions

Experience

Lead UX Visual Designer

jcp.com - Plano, TX 75024 • July 2007 to Present

- Participated in “refresh” of jcp.com, layout and appearance
- Designed comps to yield a consistent user experience along with a stronger brand presence. Received validation of design appearance from shoppers through usability testing. Created navigational assets, style guide specs, and took part in user acceptance testing
- Refreshed jcpenny stores - Today's Ad site, aligning it with the new look of jcp.com
- Supplied design concepts and assets for site navigation jcp.com
 - global header
 - product gallery
 - customer service
 - home page
 - faceted navigation
 - internal search
 - department pages
 - product pages
 - personalization zones
- Provided feedback and design for Point of Sale terminals.
- Led contract designers in creating prototypes for usability testing.
- Provided feedback and design for Point of Sale terminals.

Lead UX Visual Designer experience continued

- Led contract designers in creating prototypes for usability testing.
- Built Appearance Style Guides for IT partners, helping site development team, and overarching guidelines for jcpenny business partners and associated websites.
- Consulted with outside vendors' syndicated sites, mobile and iPad designs.

Recognition

- Marketing Excellence Award in recognition of outstanding performance
- DMCE Greatness is Within Our Site Award for "going above and beyond"

Senior Art Director

jcp.com - Plano, TX 75024 • February 2000 to July 2007

- Led a team of staff and freelance artists - producing online marketing for jcp.com. Including welcome page, all departments' category and sub-category pages, site wide marketing pages and banners, Spanish customer service, and editorial-knowledge assistance, solution pages.
- Worked with the Internet Creative team, copywriters, artists and business partners to create an efficient work-flow, and approval process of marketing assets.
- Coordinated multiple internet only merchandise photoshoots, providing estimates, layouts, art direction, film edits, and final art for online marketing.
- Guided several artists to grow as designers, become art directors, take on more responsibility.
- Facilitated a monthly meeting with all Catalog and Internet art directors.
- Created a SharePoint site to exchange new information with divisional managers, share ideas and improve consistency of our print and online pages.
- Created multiple reports, including incoming work requests, monthly by divisions, late requests by merchants, and year to year comparison for budgets and future staffing needs.

Recognition

- PACE Best Campaign Team Award for "Manhattan Project" online experience
- Associate of the Month Award

Layout Artist

JCPenny Catalog - Plano, TX 75024 • June 1999 to February 2000

- Designed and produced catalog pages for the Women's Catalog Department - including apparel, shoes, jewelry and juniors
- Designed icons and doodles to add color for the juniors section of the large spring catalog
- Assisted Art Director's photography shoots for pages designed
- Developed resource files to improve efficiency for designers when laying out pages
- Participated on 1999 Holiday Catalog Cover Committee. Created the winning concept, art directed photo shoot, worked with Color Systems department to produce catalog cover

Recognition

- PACE-Setter Award for "Division Team Player"
- Dallas Business Committee for the Arts, On My Own Time Art Competition People's Choice and First Place Awards for "Flat Cat" mosaic

Art Director - Advertising / Photography

Block Studio Dallas - Dallas, TX 75229 • November 1988 to May 1999

This Chicago based, turnkey advertising and photography studio, also known as Art For Advertising, opened their Dallas studio, when JCPenny moved their offices to Plano, TX.

Art Director experience continued

- Coordinated photography shoots providing shot lists, merchandise preparation, on set styling of products and location scouting.
- As part of the turnkey work, created layouts for pre-prints and art directed photography in town and on locations across the US
- Clients included, JCPenney and Sears.

Photographic Stylist

Dallas, TX 📍 July 1983 to November 1988

- Coordinated photo shoots
 - Provided styling of merchandise on model and on set stills.
 - Clients included JCPenney, Neiman Marcus Epicurian, Zales, Horchow
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Professional Development

Conferences / Training

lynda.com

Big Design Conference 2011 📍 Dallas, TX

Luminbrite Training 2011 📍 Austin, TX

South by Southwest Interactive 2011 📍 Austin, TX

SXSW Interactive 2010, 2009, 2008 📍 Austin, TX

Webmaster Jam Session 2008 📍 Dallas, TX

Education

Art Institute of Dallas

Dallas, TX 📍 1982

D.S.V.C. Certificate of Excellence - Student Competition

Associate Degree in Commercial Art, 1982

North Texas State University

Denton, TX 📍 1977 to 1979

Interests included, School of Music, Dance, Fine Art