

LOU DEMARINIS

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330-565-4842

INTERDISCIPLINARY DESIGNER

WORK EXPERIENCE

Lead UI/UX Designer

Lincoln Learning Solutions, Rochester, PA | June 2019 - Present

Creating interfaces and experiences for data heavy applications rooted in Design Thinking principles that are research driven and user-centric

Integrated Design Sprints and Lean UX principles across 3 Agile teams

Conduct user research, interviews, and focus groups to inform design solutions

Led a multi-discipline team in developing a new company brand

Lead Visual Designer

Lincoln Learning Solutions, Rochester, PA | June 2015 - June 2019

Improved application experience and was responsible for design assets across 2 application interfaces

Optimized design to development by integrating user feedback, defining design principles, and creating a digital design system

Supported the marketing team with the creation of style digital/print assets

Web App & Graphic Designer

Lincoln Learning Solutions, Rochester, PA | January 2009 - June 2015

Coordinated with engineers to ensure software and code solutions aligned with wireframes, prototypes, and mockups

Developed application HTML, CSS, and jQuery code bases

Designed application assets and sales material

3D Artist

Lincoln Learning Solutions, Rochester, PA | June 2006 - January 2009

Modelled characters, vehicles, and props for supplemental 3D games

Developed plugins to streamline art to in-game element workflow

Lead character animator and responsible for terrain generation/mapping

EDUCATION

B.S. in Biology

College of Charleston
3.8 GPA | 2012 - 2021

B.F.A. in Art & Technology

Youngstown State University
3.5 GPA | 2001 - 2006

TALENTS & SKILLS

Prototyping
UI/UX Design
Human-Centered Design
Information Design
Research and Data Analysis
Agile & Scrum Methodologies
HTML
SASS/CSS
jQuery

Adaptable
Self-motivated
Quick Learner
Teamwork & Collaboration
Communication

TOOLKIT

Figma
Sketch
Adobe Creative Suite
Visual Studio Suite
Azure Dev Ops