# Lorna N. Bahn

LornaDigital.com

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Richmond, VA

Actively seeking a full-time position as a Senior UX/UI Designer, Senior Product Designer, or in a managerial or individual contributor role on a UX Team. Open to opportunities in the vicinity of Richmond, VA, or fully remote positions nationwide.

#### **Education & Certifications**

- Virginia Commonwealth University BFA Communication Arts (2011)
- Nielsen Norman Group UX Certified (2017)

#### **Specialties**

- UX/UI Design
- Mobile Design
- Project Planning & Wireframing
- Interactive Prototyping
- **User Testing**
- Team Leadership & Mentoring

#### **Technical Proficiencies**

Figma

InDesign

Invision

Photoshop

Sketch App

Front-end Dev (CSS & HTML)

Wordpress

# Project Management, Prototyping, & Testing

- Asana
- Azure
- Issuetrak
- Slack
- UserTesting.com
- Workfront (formerly AtTask)

#### Other

- ADA Compliance & WCAG
- Copywriting
- Email Marketing (B2B & B2C)
- Libris Photoshelter Digital Asset Management
- Microsoft Office Suite
- Print Media

#### **CoStar Group**

# Sr. UX/UI Designer, Sr. Product Designer

08/2021 - Present

Active partnering with Product Managers and Business Analysts to elevate product capabilities and drive cross-product initiatives. Develop user-centered designs—including user flows, high-fidelity wireframes, detailed mockups, and interactive prototypes—through iterative feedback from the product team. Advocate for user needs within crossfunctional teams, collaborating closely with product owners, architects, and engineers. Effectively communicate design processes and recommendations to stakeholders at all levels, including C-suite executives. Create intuitive products that elevate UX by leveraging best practices, current web trends, and user research. Lead my team through career development by mentoring, coaching, continued education courses, and navigating conflict resolution.

#### VPM/NPR

# Contractor: Graphic & UX/UI Designer

12/2020 - 08/2021

- Created engaging graphics and user-friendly websites for radio broadcasts, podcasts, and TV broadcasts, enhancing brand visibility and audience engagement.
- Developed B2B branded print collateral for sponsorships, providing alignment with overall brand strategy and marketing goals.

#### **Alton Lane**

### Lead Graphic & UX/UI Designer

06/2017 - 11/2020

- Designed graphics, a full website redesign, and special event landing pages to increase user engagement and drive conversions across digital platforms.
- Developed B2C email marketing campaigns and social media strategies to effectively reach target audiences.
- Produced copywriting for various marketing materials, establishing clear and compelling messaging.
- Created print media, product packaging, magazine advertisements, and e-commerce portal imagery to support sales promotions and elevate brand presence.
- Conducted photo retouching and maintained brand identity across all design projects.
- Designed, built, and administered a Digital Asset Management system and Employee Intranet to streamline internal communications and asset organization.
- Mentored team members to further their education and skills in marketing practices, ensuring a supportive and growth-oriented environment.

#### **CapitalOne**

### Sr. Visual Interactions Designer, Sr. Art Director

04/2016 - 06/2017

- Defined and implemented digital marketing strategies and tactics to strengthen brand awareness and drive engagement.
- Fostered cross-disciplinary collaboration to develop integrated design solutions that align with business objectives.
- Applied Lean UX principles to streamline processes and improve UX.
- Performed user research and usability testing, and facilitated focus groups. Applied the results to create new features and improve current features.

# **Assistance**

06/2015 - 12/2015

# Allianz Global Contractor: UX/UI Designer

 Developed B2B & B2C email marketing campaigns, banner ads, electronic brochures, landing pages, and print media that effectively communicated brand messaging and promote products.

# The Martin **Agency**

01/2014 - 06/2015

#### Front-end Web Developer

- Developed functional and visually appealing web applications to establish a seamless user experience across platforms.
- Provided ongoing website maintenance and enhancements to optimize performance and functionality.
- Designed and built employee intranet interfaces for Geico and Sunglass Hut, facilitating improved internal communication and resource access.

# **Velocity Micro** Graphic & Web Designer

06/2011 - 12/2013

 Designed product logos, product packaging, instruction manuals, web advertising, promotional videos, email marketing campaigns, and the full redesign and management of Velocity Micro's website.