



LORI MALICK

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EXPERIENCE

Front Gate Tickets

Creative Director | Austin, TX | April 2013 - Present

I lead a nimble design team that creates everything from sales decks, business cards and corporate websites to UI and UX design for internal and customer-facing products. During my first year here I designed a new logo for the company and rebranded FGT while also redesigning the entire purchase flow for music festivals and venues. Since then, my team has conceptualized, designed and launched an on-site RFID wristband registration and sponsor activation platform and redesigned mobile fulfillment and access control applications while also providing design and UX research/thought leadership for other legacy products and feature additions. We also craft UX documents and conduct user testing and research.

Drumroll

Interactive Art Director | Austin, TX | July 2011 - March 2013

I lead conceptualizing, design and art direction for websites, integrated ad campaigns, social initiatives, tablet and mobile experiences, experiential initiatives (such as new store openings for Microsoft) and internal branding projects and pitches.

Schematic

Interactive Art Director | Austin, TX | February 2008 - April 2011

I conceptualized, designed and produced online advertising, homepage banners and integrated ad campaigns for Dell and Alienware. I also created tone and personality for new Dell and Alienware product launches, developed and managed creative for all Dell US consumer email for 2 years, and contributed in redesigning Dell's e-commerce experience and first ever mobile app.

GSD&M

Junior Art Director | Austin, TX | August 2006 - January 2008

I started my career in advertising at GSD&M where I conceptualized and produced work across print, outdoor, tv, digital and non-traditional mediums for a variety of national clients (with a focus on AT&T) and contributed to new business pitches.

EDUCATION

The University of Texas in Austin

B.S. Advertising, 2005 | Texas Creative Portfolio Program

SKILLS & TOOLS

UI & Visual Design / UX Design / Web Design / User Flows / Wireframes
Prototyping / Logo Design / Branding / PowerPoint Template Creation / WCAG
Sketch / Marvel / Zeplin / Adobe Creative Cloud / Microsoft Office / Agile