

# LORI MALICK

## UX/UI DESIGNER

512.466.4586

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lorimalick.com

Austin, Texas

## EXPERIENCE

### Product Designer (Contract)

#### Dell Technologies

12/2019 - 03/2020 Round Rock, TX

Member of a balanced product team responsible for the optimization and modernization of Dell.com

- Led design and user testing for a new media gallery component utilized on product details pages
- Delivered UI improvements to 360° product viewer

### Creative Director & Lead Product Designer

#### Front Gate Tickets

04/2013 - 10/2019 Austin, TX

Promoted from initial role as sole UX/Visual Designer to Creative Director & Lead Product Designer, wherein I managed two designers while acting as an individual contributor on my own agile product team

- Redesigned FGT's purchase path, reducing checkout time by 55%
- Led end-to-end design for new products, ranging from access control and credential management apps to an on-site festival kiosk for fans
- Redesigned the Front Gate Tickets logo and all corporate identity, branding and marketing materials

### Interactive Art Director

#### Drumroll

07/2011 - 03/2013 Austin, TX

Led concept, design and art direction for multi-channel experiences for Microsoft and MSN as well as internal branding projects and pitches

- Managed and mentored junior designers, art directors and writers
- Won two W3 Awards for Email Marketing in 2012 for Microsoft

### Interactive Art Director

#### Schematic

02/2008 - 04/2011 Austin, TX

Designed digital experiences and integrated ad campaigns for Dell, Alienware and Reliant Energy

- Led concept and photography of new Dell and Alienware consumer product launches, working with a production team in Costa Rica
- Developed and managed creative for all Dell US consumer email for two years, leading a production team in Singapore
- Contributed in redesigning Dell.com's e-commerce experience and first ever mobile app

### Junior Art Director

#### GSD&M

08/2006 - 01/2008 Austin, TX

Produced concepts, design and art direction across print, outdoor, TV and digital for AT&T, Southwest Airlines, USAF and new business pitches.

## EDUCATION

### BS in Advertising

#### The University of Texas

2001 - 2005 Austin, Texas

### User Experience Design Bootcamp

#### General Assembly

2017 Austin, Texas

## SKILLS

UI & UX Design

Visual Design

User Research

User Testing

Wireframing

Prototyping

Agile Development

Lean UX Methods

Design Sprints

WCAG (Accessibility)

## Tools

Sketch

Marvel

Zeplin

Adobe Creative Cloud

XD

Webflow

Jira

Microsoft Office

Miro

UserTesting.com