Graham Letorney
UX Design & Code

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P O R T F O L I O

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R E S U M E

EXPERIENCE

Foto Visura Inc   *May 2010 — Apr 2017*

Lead Product Designer for the Visura.co web application, a professional network and integrated portfolio website builder for arts and media. My job is to envision how people experience our products and bring that vision to life in a way that feels inspired and refined. I am especially focused on transforming complex tasks into simple, easy-to-use designs.

- Develop high-level product roadmap
- Lead design sprints
- Lead product storyboards and prototypes
- Contribute majority of UX code
- Server management with AWS console, EC2, CloudFront, and SES

Adoption

- Used by National Geographic, CNN, The New Yorker, HBO, BuzzFeed, NY Times, & over 100 other leading publishers to find new work and hire talent worldwide.

powerHouse Books, New York City   June 2008 — May 2010

As Lead UX and Design Strategy, Digital Platforms, I designed and built the powerHouse websites and developed web content. Additionally I created mini-sites for powerHouse Book catalog.

Magnum Photos, New York City   Aug 2006 — April 2007

Freelance. Roles: Project development, multimedia production, photo and video editing for online multimedia presentation. Creation, post-production of daily photography features for media outlets.

Freelance UX Designer   July 2005 — June 2008

As a freelance UX Designer I focused my time working for artists and photographers creating online portfolios. I used photography, video, and audio to create dynamic, impactful presentations true to the artist's voice.

TECHNICAL

Fluent: Latest standards in JavaScript/UX, Jquery, HTML5, CSS, WordPress, Invision, Balsamiq, Adobe Ps & Ai, Sketch, and Layout Design (QuarkXPress/InDesign). Google Analytics & Maps, AddThis sharing tools.
Working knowledge: PHP, SQL.

EDUCATION

University of Colorado   Grad. 2005

BS Business Marketing with a minor in Micro-Economics. National Honors Society

REFERENCES   *Available upon request*

Experience interview:

I am a builder at heart, problem solver by nature. At Visura, I envision how people experience our products and aim to bring that vision to life in a way that feels inspired and refined. My goal is to transform complex tasks into simple, easy-to-use designs. For the past 6+ years, my focus has been developing UX for responsive web applications. I design technical applications that aim to be frictionless and at times Fun To Use. I enjoy using photography and typography and have a strong knowledge of color theory - most recently inspired by Google's Material Design theory.

Invent and inspire customer experiences that are disruptive, simple, and bold by design.
As UX Lead at **visura.co** we build complex tools for visual artists, our aesthetic leans towards austere and our tools are easy to learn on the first impression. These tools include a Website Builder, File Dropbox, and Networking Platform. Our brand is aimed at enabling Visual Artists to further their work and career while saving them time and money. We take this seriously at the product level.

Work with a small group of agile team members consisting of Creatives, Strategists, Product Owners and Project Managers to ideate & develop effective, compelling, innovative customer experiences across all channels.
I currently oversee a team of 3, including Product Owner, Engineer and Strategist. We work very closely with our user base and regularly test with live subsets of our users.

Create wireframes, UI designs and prototypes for internal and external user testing.
I am very familiar with the process of wireframes and the complexities of UI design. I am well studied in Material Design and I regularly work with live user testing. At Visura we typically use live subsets of our users to beta test.

Help with all aspects of design production, including presentations, to take projects from concept to completion.
For me, design is a community effort through small cycles of iteration. I enjoy and am familiar with design production and presentation as well as code and deployment.

Strong layout design skills and ability to convey complex ideas visually.
This is a paradigm in which I thrive. I am personally most interested in developing a narrative or story approach to walking users through complex software tools. With design and strategy we can minimize the learning curve. At Visura we employ this ethos with our website builder & professional networking platform.

Experience working within style guides and applying across a variety of projects.
I am familiar with Material Design and Design Principles. At Visura we've developed our own UI framework and API which is the foundation for each project.

Understand customer goals, business requirements, project parameters, and be able to creatively problem solve.
As a manager at my firm with leadership and budgeting experience, I understand these principles well. I operation with more of a compass than a road map - this allows us to exceed expectations and conserve vital resources.

Embrace and apply Design Thinking principles with Lean UX methodologies.
To me Lean UX - a short iterative cycle in close proximately to our users, is where I am most comfortable and can do my best work.

Develop original interaction and design concepts.
I'll default to my portfolio, but I think inspiration is absorbed through osmosis and we execute for originality as a matter of identity, as designers.

Stay abreast of industry trends and best practices in order to facilitate discussions and guide the decision making process to meet project objectives.
I do this as a matter of interest and personal growth. This is a passion of mine. I follow Designers such as Sebastian Gabriel (Google/Chrome Design), Jake Knapp (GV), and Mike Monteiro (Mule Design, SF) amongst others.