Lesley Palfreyman

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EXPERIENCE

Senior UX Designer

Amazon MP3, 2010–Present

- Lead designer for Amazon MP3 store
- User experience design for purchase path, MP3 Downloader installation, and account settings
- Design and code widgets for Getting Started and mobile application pages
- Designed Cloud Player brand, marketing campaign, and launcher icons
- Design visual merchandising material for gateway, homepage, and cross-site promotions
- Designed Amazon Digital brand and gift card

Art Director/Senior Designer

The Oya Group, 2008–2010

- Small company, rapid deliverable cycles, and large accounts including Cisco and Microsemi
- Lead design process from concept to launch and participated in client presentations
- Prepared site maps, task flow diagrams, wireframe sketches, competitor research, and produced visual design assets, UI specs, style guides, and prototypes.
- Contributed regularly to writing articles for company blog
- Resourceful and increased company recognition through industry events

Senior Mobile Designer

Popcrowd Software, 2009–2010

- Consulted user experience and user interface design for a series of Android applications
- Contribution grew into an identity design, graphics, and website development role

Associate Art Director

Kane & Finkel Communications, 2005–2008

- Associate to three Senior Art Directors; assigned to company's largest account
- Interactive design contributions included CSS, digital video, DVD UIs, and web design
- Contributed to creative team meetings, concepts, iterations, production of visuals, evaluation of final production, and video post-production
- Resourceful by including company in Employment Training Panel funded program

EDUCATION

Bachelor of Design Honors

NSCAD University, 1997–2002

- Major Communication Design Honors, Minor Digital Media 2002
- One of 13 students to be accepted into the Honors program in 2000
- Program included 2 years of intensive study focusing on design theory, semiotics, typography, and ideas-based communication; concluded with thesis presentation and graduate show
- Visiting student National College of Art and Design (Ireland), Fall 2001

Bay Area Video Coalition (BAVC)

- Advanced Editing Techniques (Final Cut Pro) & Video Production II, 2007
- 3D Graphics, 2008

SKILLS

Capabilities & Interests

- Adobe Creative Suite, Final Cut Pro, Flash, CSS, HTML, Axure, basic JavaScript
- Excellent drawing, writing, and presentation skills; work well in collaborative projects
- Active member of Puget Sound SIGCHI, IxDA, and AIGA
- Invested interest in cognitive science, emerging technology, digital video, and design theory