

September 2010

**DESIGNER.** With over eight years of experience, I have become proficient in both user interface design and branding as well as knowledgeable of current and emerging technology. I have the skills to conceptualize and pitch ideas, manage end-to-end production, and work on multiple projects at one time. I take great care in understanding the requirements of a project, learning about the end user, collaborating with the client, design, and development teams, and creating experiences that extend the brand and engage the user. This is usually done in a fast-paced environment, working closely with team members as well as independently.

The contributions I make to the teams I work for extended beyond client projects. I am strongly committed to my profession and believe that curiosity, education, and participation lead the way to innovative design solutions. I value versatility and have welcomed a broad range of design challenges into my portfolio. In addition to my visual and technical skills, I enjoy contributing to the design community through writing articles, attending lectures, and participating in industry events. Collaborating with colleagues who share my drive and scope is always a bonus and often encouraged.

My goal is to contribute to the design industry by bringing my knowledge to an environment where it can become a catalyst for innovative problem solving. I am passionate about studying how we think, learn, and communicate. I believe this interest helps me understand people and create effective user experience solutions.

Please visit [www.lesleypalfreyman.com](http://www.lesleypalfreyman.com) to view my portfolio and write or call if you think there is a place for my skills on your creative team.

Sincerely,  
Lesley Palfreyman

[www.lesleypalfreyman.com](http://www.lesleypalfreyman.com)  
[palfreyman.lesley@gmail.com](mailto:palfreyman.lesley@gmail.com)  
650-380-5956