



## Leslie Line

Senior UX, UI Designer  
Senior Art Director

### S U M M A R Y

Experienced UX designer creating the architecture, experience and design of websites, apps and various interactive projects.

Wide ranging industry experience including: energy, retail, real estate, healthcare, engineering, industrial, consumer electronics and IT.

### S K I L L S

Strong collaborative, brand and project management skills

Ability to take complex information, simplify it into a clear message, with a clean, cohesive and intuitive look and feel



### E X P E R I E N C E

Senior User Experience Designer, Senior Art Director

**Contract / Georgia Power**

2023 ~ 2018

Designed client facing website, product application design, email & email newsletter design, internal website, digital ads, animations, etc.

- Implementation of brand redesign for website
- Reorganized content simplifying website sections and page designs
- Created wireframes, interface designs, working prototypes and AEM development of website
- Wireframe, UI design, prototype, product inventory creation and development of Outdoor Lighting Application
- Email templates, design and mockups including all graphics
- Smart home energy dashboard application
- Various tasks: online apps, digital ads, social post concepts, iconography, animations, infographics

[www.georgiapower.com](http://www.georgiapower.com)

design a light

Information Architect / Senior User Experience Designer

**Contract / Cedar CX**

2018 ~ 2017

Redesigned cloud-based Customer Communications Management software platform

- Analyzed and redesigned architecture and created multiple interconnected flow diagrams, wireframes, UI and prototypes
- Labeled, organized content and data information forms and tables
- Developed personas for multiple user roles
- Designed three entry dashboards and login welcome center
- Created iconography, defined color palettes and patterns to simplify user experience
- Designed a content management module, a governance module with multi-level approval workflow and a message center

[www.cedardoc.com](http://www.cedardoc.com) now [www.precisely.com](http://www.precisely.com)

Senior User Experience Designer/ Creative Director

**The Design Line, Inc.**

2016 ~ 2015 and previous times

Supervised development of websites, apps and interactive projects

- Designed site architecture, wireframes, prototypes, rationales and theme boards, color palettes, site blueprints, storyboards and user interface controlled testing

Clients: Cox Communications, Dewberry Capital, Mead, Massey Ferguson, Morrison Homes, North American Properties, Riverwood International



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Senior Art Director

### C O N T A C T



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www.thedesignline.com



### E X P E R I E N C E

User Experience Designer, Senior Art Director

**Contract / Synchrony Financial**

2016 ~ 2015

Worked on various interactive and digital projects

- Created website and mobile designs, wireframes and prototypes
- Conceptualized, designed and developed digital campaigns
- Storyboarded and animated internal animations and videos

[www.synchronyfinancial.com](http://www.synchronyfinancial.com), [www.synchronybank.com](http://www.synchronybank.com)

User Experience Designer, Senior Art Director

**Tailfin Marketing**

2014 ~ 2010

Designed client facing websites, brand redesign of major hospital website, applications, emails

- Created and implemented design for websites with associated e-mail campaigns and digital ads
- Provided site architecture, wireframes and prototypes for tablet applications
- Implemented new brand look and feel for a medical website
- Developed e-mail coding and directed outside vendors for more complex code and back end dynamic development

Clients: Chick-fil-a, Emory School of Business, Endo Pharmaceuticals, Hilton Luxury Brands, InterContinental Hotels Group, Piedmont Hospital, Solta Corporation, Southern Company, Restoration Robotics, Rheem, Wingate



### T E C H N I C A L   E X P E R T I S E

Photoshop, Illustrator, XD, Sketch, AEM, Basic HTML & CSS, Animate, Dreamweaver, After Effects, InDesign



### E D U C A T I O N

Georgia Tech

Indiana University