



Leslie Line

Senior UX, UI Designer
Information Architect
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: retail, real estate, healthcare, engineering, industrial, consumer electronics and IT.

Superior conceptual and organizational skills. Strong collaborative and brand management skills. Ability to take complex information and simplify it into a clear message with a clean, cohesive and intuitive look and feel.

RESUME



W O R K E X P E R I E N C E :

1998 ~ Present
Intermittent

Freelance, Contract / Leslie Line ~ The Design Line, Inc. Atlanta, GA
Creative Director / Senior Interaction Designer / UX
~Created and managed implementation of interaction design and print collateral
~Supervised development of websites, mobile and other interactive projects
~Designed site architecture, wireframes, prototypes, rationales and theme boards, color palettes, site blueprints, storyboards and user interface controlled testing
~Directed and managed outside vendors for complex flash coding and back end code development
~Extensive experience developing creative concepts and campaign and brainstorming with clients, writers and design team members
~Extensive agency and design studio experience
Clients: Coca-Cola, Cox Communications, Dewberry Capital, Emory, Kimberly-Clark, Mead, Massey Ferguson, Morrison Homes, North American Properties, PBS, Riverwood, UPS

2017 ~ 2017

Contract / Cedar Document Technologies Atlanta, GA
Information Architect / Senior UX/UI Designer
~Redesigned cloud-based Customer Communications Management software platform with twelve user defined modules
~Simplified and presented complex data across print and digital channels
~Analyzed and redesigned architecture and created multiple interconnected flow diagrams
~Relabeled and reorganized content and data information forms and tables
~Created wireframes, interface designs and working prototypes
~Developed personas for multiple user roles
~Designed three entry dashboards and login welcome center
~Created and implemented iconography and defined color palettes and patterns to simplify user experience
~Redesigned a content management module, a governance module with multi-level approval workflow and a message center
www.cedardoc.com

2015 ~ 2016

Contract / Synchrony Financial Alpharetta, GA
Senior Interaction Designer
~Conceptualized, designed and developed digital Interactive and print campaigns
~Storyboarded and animated internal animations and videos
~Created website and mobile designs, wireframes and prototypes
~Redesigned and implemented flash interactive to HTML5 using Google Web Designer, Adobe Animate and Google DoubleClick Studio
www.synchronyfinancial.com, www.synchronybank.com

2010 ~ 2014

Tailfin Communications Atlanta, GA
Senior Interaction Designer / Art Director / UX
~Created and implemented interactive design projects for desktop and mobile with associated e-mail campaigns, digital ads and print collateral
~Provided site architecture, wireframes and working prototypes or applications
~Organized and prepped complex files for apps, Axure and Sketch artboards and working prototypes
~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



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CONTACT :



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RESUME P 2



WORK EXPERIENCE CONTINUED :

- 2001 ~ 2010 Freelance, Contract / Leslie Line ~ The Design Line, Inc. Atlanta, GA
See above for additional information.
- 1998 ~ 2001 Fusive Interactive New York, NY; Atlanta, GA
Interaction Designer / Art Director
~ Provided concept and creative direction in the development of large scale websites including Southern Company, Georgia Pacific and Sony Latin America
~ Teamed with developers, content strategists, information architects, and solutions design to define and develop strategic marketing and business solutions for Fortune 500 companies
~ Managed and guided developers toward the synthesis of a successful conceptual, visual, and functional website design solutions
Clients: Georgia Pacific, Imax Theatre, Lockheed Martin, My Florida, Southern Company, Speer & Associates, Sony Latin America



PROFESSIONAL ~ TECHNICAL :

Photoshop, Flash (now Animate), InDesign, Illustrator, Dreamweaver, After Effects, Visio, Omni-Graffle, Sketch, Invision, Axure, HTML5, CSS, Google Web Designer, Double Click Studio (QA Certified), Adobe Experience Manager, Wordpress and Drupal



EDUCATION :

- BFA Fine Arts Indiana University Bloomington, IN
- Info. Design & Technology GA Tech Coursework Atlanta, GA



SAMPLE SITES :

www.vaser.com
www.thermage.com
www.liposonix.com
www.fraxel.com
www.clearandbrilliant.com
www.viningsjubilee.com
www.rymerstrategies.com
www.hvmg.com
www.modulo.com
www.kwiktripfleet.com
www.newhomeknowledge.com
www.synchronybank.com