



Pung Her

UX Designer

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651-324-1527

Tools: Paper & pencil, Lucid Chart, Axure, Sketch, Photoshop, InVision, Sublime Text, SourceTree, Git, BitBucket, Visual Studio, TFS, Bootstrap 4, jQuery, PHP, HTML, SASS.

April 2016 - Present

Lead UX Designer, Lone Wolf Technologies

Lead team of UX designers throughout all phases of product design. Drive UX direction from brainstorming and ideation to creating fully functional code prototypes. Distil user stories into features and metrics to help define and visualize user needs. Create user journey flows and diagrams. Employ rapid prototyping approach to wireframing to ideate, test, and refine workflows and interfaces quickly. Create high fidelity mockups. Perform user testing and solicit feedback throughout all stages of design process. Develop fully interactive code prototypes to demonstrate interface functionality and user experience.

October 2012 - April 2016

Senior UX/UI Designer and UI Developer, Wheretolive.com

Worked in a cross-functional agile team to create and develop user-centered web products in real estate marketing and management. Led product design initiatives that resulted in various project deliverables including wireframes, low fidelity mockups, high fidelity mockups, code prototypes, and front end development. As a designer and UI developer, I worked closely with other developers to write and maintain front end code. Oversaw the design direction of all new products and interfaces.

August 2013 - 2016

Freelance Web Designer, Scalable Path

Worked with MobSocMedia to create website assets for a variety of verticals. Responsible for the design and direction of these brands that included style guides, logos, fonts, and colors. Created high fidelity mockups for Revinate, a hospitality software company. Used Sketch and InVision to prototype their marketing site.

March 2012 - October 2012

Web Designer/Front End Developer, Wheretolive.com

Responsible for executing ongoing client design and front end development requests. Led design initiatives in the new client onboarding process. This included homepage designs, and marketing content page designs.

October 2011 - March 2012

Web Designer, Thomson Reuters - Findlaw.com

Consulted with clients concerning the marketing needs and goals of their law firms. Responsible for the design direction of each website. Collaborated with project managers, content writers, search engine marketing consultants, and sales consultants to meet clients' objectives. Worked on multiple sites simultaneously while maintaining attention to detail and adhering to strict deadlines.

September 2006 - June 2011

Education

B.F.A., Graphic Design, Web Design and Development Minor
University of Wisconsin-Eau Claire
Magna Cum Laude

