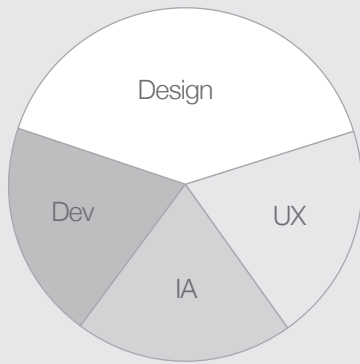




Skills

Photoshop, Axure, HTML, CSS, Bootstrap, Illustrator, Flash, InDesign, Dreamweaver, ActionScript 2&3, XML, JavaScript, JQuery, Drupal, Joomla, Wordpress, Jira, Pivotal Tracker



Education

Seton Hall University

Bachelor of Art in Advertising Art and Graphic Design

- GPA: 3.886
- Fine Arts Minor
- Web Certificate

Contact Me

lessard_v@yahoo.com
203.209.0462

Portfolio

vanessalessard.com

Vanessa Lessard

I solve problems using intuitive IA, UX best practices and clean, timeless design. I've honed my skill set developing a large scale responsive web application for MLB and during multiple advancements in WWE, becoming the senior member of the management team responsible for interactive design. I've had the pleasure to work alongside such companies as, Lifetime, Army National Guard, Sheraton, Outside Television, Axe, Slim Jim, Gillette, and Kmart.

Professional Experience

User Experience/User Interface Designer, MLB 2013-Current

- Works under agile methodology with Product and Development teams to turn business requirements and use cases into responsive, user-centered interfaces that work on desktop, tablet and mobile sized devices
- Creates wireframes, user flows and mock-ups to present to application users for sign off
- Assembles low and high fidelity prototypes to use during formal and informal usability testing
- Prepares detailed styling specifications and works alongside Development team to ensure UX and visual design translate to all browsers
- Maintains UI, UX and styling consistency throughout large scale application responsible for many business processes
- Researches latest technology and design trends

Interactive Design Director and UX Lead, WWE Inc. 2011-2013

- Managed a team of designers involved in the recent relaunch of WWE.com, resulting in increased page views, unique users, online pay-per-view buys and video views year over year
- Participated in usability testing and analytic reviews to incorporate findings into the design
- Applied strong organizational skills and high attention to detail to maintain corporate standards, consistent design elements and user experience throughout all digital products
- Stayed current on social media platforms and suggested design solutions for campaigns

Freelance Visual Designer, 2008-Current

- Designed online booking interface for Sheraton per brand specifications
- Provided creative direction for the redesign of outsidetelevision.com
- Designed and developed phoenixpowerinc.com and newhealthforlife.com

Senior Interactive Designer, WWE Inc 2010-2011

- Led creative initiative to design and deliver exciting user experiences for multiple platforms
- Collaborated with various team members to ensure intended design specs remained intact throughout the project lifecycle
- Developed a large scale website with user capabilities using Drupal

Interactive Designer, WWE Inc 2008-2010

- Developed branding and interactive features for multiple new franchises within WWE.com
- Worked closely with big name brand advertisers to create ad campaigns for WWE.com and WWE's social media platforms

Junior Interactive Designer, WWE Inc 2006-2008

- Provided graphic support for live events that required real time updates to the website
- Retouched Diva and Talent photos

Design Intern, Lifetime Television 2005