



Victoria Artz

Product Designer

San Francisco

CONTACT

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EDUCATION

School of Visual Arts, 2009

Continuing Education in Graphic Design

Baruch College, class of 2008

Bachelors of Arts and Sciences

Actuarial Science Major/ Art History Minor

SKILLS

Visual Design Photoshop, Illustrator & InDesign
UI Wireframing Sketch, Omnigraffle, IA
Prototyping Invision, Framer JS
Front End HTML, CSS, C++, JQuery
Frameworks Foundation, Bootstrap
Front End Tools Sublime Text, Git, Bit Bucket Stash
Data Analytics Upsight, Mix Panel and Google Analytics
Project Mngmt JIRA, Trello
User Research Ethnographic interviews, affinity diagrams, surveys, user testing

INTERESTS

My brain operates in the intersection of Technology and Art. I surround myself in a culture that fosters learning, listening, and curiosity. I love sharing my experiences and mentoring others. I'm a calligrapher. In my free time, I'm in my studio painting, drawing, and experimenting how I can incorporate technology in my art.

LUMITY SR. PRODUCT DESIGNER // LUMITY

December 2015 - Present (1 year 4 months +)

Lumity is a Series A backed company that uses data science to help businesses choose the optimal benefits plans (health, dental, vision) for their employees. I lead the design of all aspects of the product, including the customer experience, HR experience, and our healthcare analytics product. I designed user flows, interaction models, UI specifications, wireframes, prototypes and high-fidelity visual mock ups, as well as, conducted usability testing and user research. I created and enforced the brand and product UI style guide to provide a consistent experience throughout the customer journey. I partnered with engineering by committing CSS and HTML code changes using Git. Most importantly, I was an advocate for user experience.

UPSIGHT UX/VISUAL DESIGNER // UPSIGHT

April 2013 - August 2015 (2 years 4 months)

Upsight is a scalable data analytics and marketing platform for mobile app developers. The product tracks user behavior, improves engagement and provides data insights using funnel analysis, data mining and segment analysis. I worked on a team of 2 designers and synthesized requirements from product, design, and data science to turn complex data problems into simple UI solutions. I led user research and usability studies, designed wireframes, user flows, designed visual prototypes in Sketch and Invision.

OMGPOP DESIGNER // OMGPOP (acquired by Zynga)

April 2011 - March 2012 (11 months)

OMGPOP was an independent gaming studio that developed mobile and web games and then acquired by Zynga in March 2012 for \$180M after the hit success of mobile game Draw Something. As a generalist designer my tasks ranged from assisting senior designers and our art director in designing UI flows for Draw Something (mobile), Facebook games (web) and games for omgpop.com. I designed the full marketing campaign for Draw Something and completely redesigned an HTML version of www.omgpop.com (previously it was in Flash). I also conducted usability studies for new game concepts and prototypes.

DESIGNER CO-FOUNDER // MATCHPUPPY.COM

December 2010 - March 2013 (2 years)

I started Matchpuppy with my cofounder, Michael Chang, as a social network for dogs, because we wanted to find more playdates for our dogs. The platform allowed users to match up based on age, size, and temperament. I designed it for dog owners to meet other dog owners (dating) and get recommendations for dog services in the area (community board). I interviewed customers to understand pain points (user interviews), then designed user flows and wireframes and designed visual mock ups. We tested the MVP with users at dog parks, dog hotels and grooming salons. We grew our user base to 10,000 users and were featured in ABCNews, Mashable, Gizmodo, Good Morning America and the Huffington Post.

21st streetmedia ASSOCIATE ART DIRECTOR // 20THSTMEDIA.COM

September 2009 - April 2010 (8 months)

This is where I started my career as a web design intern then became a full time art director/web designer. I worked closely with the art director on completing projects for web and print using Adobe Illustrator, In Design and Photoshop. I sketched, wireframed and mocked up new web design projects.