

Personal information

First name / Surname	Anna Lapiņa
Cell phone	+371 26353140
URL	http://annalapina.com/
E-mail	info@annalapina.com
Nationality	Latvian
Date of birth	February 8th, 1990

Profile

Experience	6+ years experience as UX designer 7+ years experience as UI designer 6+ years of development online projects in HTML, CSS and JS 2 big projects built as lead UX / UI designer and information architecture designer 3+ years of experience in interaction design, creating softwares for museum exhibitions as interactive kiosks
Skills	UX / UI skills in B2B, B2P solution designing for big data screens, data input screens
Softwares	Master in Adobe Creative Suite softwares: Adobe XD, Photoshop, Illustrator, Dreamweaver Professional in Visual Studio, Cinema 4D, Premiere, Figma, Sketch, InVision Good knowledge in Unity, After Effects, Zeplin, FlowMapp, Visual Studio Code
Useful info	Understanding of programming languages as MySQL, C, C++, C#, PHP Agile and structured team member Open minded, positive and fast-learner, can-do personality

Work experience

Dates	2020. January - till now
Occupation or position held	UX / UI designer
Main activities and responsibilities	UX research for new solutions (and to improve existing ones), working within teams for a complete understanding of user behavior for various products, A/B testing New product concepts, mapping flows, wireframing, analyzing with the strategy team Companies mobile app updates and implementation with developers Various web site UX improvements and UI designs Controller design upgrade for new products Interactive animation creation for web sites and app Product datasheets, technical specifications, and other documentation Newsletters and email marketing (designs, analytics, and HTML/CSS)
OS worked on	macOS, iOS, Android
Softwares used	Figma, Miro, Jira, Photoshop, Illustrator, After Effects, Visual Studio Code
Name and address of employer	Ubiquiti, Inc, Akmeņu iela 14, Rīga

Dates	2018. May - 2020. January
Occupation or position held	UX / UI designer
Main activities and responsibilities	<p>UX and UI design for Loylogic products - online reward stores</p> <p>Prototyping designs and aligning it with solution functionality and clients guidelines</p> <p>New client mockups of Loylogic solution integrated as part of clients existing solution (as an example, Pampers app already exist, so my task was to make Loylogics reward store as Pampers Club in-app web site)</p> <p>Existing feature upgrade by creating better UX intuitiveness, for instance buying multiple raffle ticket scenarios, inside testing</p> <p>Solution browser add-on UX and UI creation</p> <p>HTML email creation and setting up in B2C marketing tools like Emarsys and ExactTarget</p> <p>A / B testing and working with analitics team on improvements</p> <p>Key visual creation for reward stores</p> <p>Big clients I worked with: Pampers, Etihad airways, JetPrivilege airways, Swisscard</p> <p>Occasional video creation and keeping up positive atmosphere in the office</p> <p>Working remotely within agile team divided in 6 places around globe</p>
Softwares used	Adobe Creative Suite: Adobe XD, Photoshop, Illustrator, Dreamweaver, Premiere, After Effects, Sketch, InVision, Visual Studio Code, Kameloon
Name and address of employer	Loylogic AG Latvijas Filiale, E. Birznieka-Upisa 21, Riga

Dates	2018. September - 2019. July
Occupation or position held	UX / UI design teacher
Main activities and responsibilities	<p>Teaching UX and UI design guidelines, trends and rules</p> <p>Explaining coding basics and development features in HTML, CSS, JS, Bootstrap, jQuery and other common used libraries</p> <p>Providing support on student idea realization all the way</p> <p>Materializing practical web based art and design projects</p> <p>Teaching basic Unity software features</p> <p>Teaching concept of Augmented Reality</p> <p>Vuforia engine usage in Unity</p> <p>Building conceptual art project as AR app</p>
OS worked on	macOs, Windows 10, Android (different versions), iOS
Softwares used	Brackets, Visual Studio Code, Unity, XCode, Android Studio, VirtualBox
Name and address of employer	PIKC NMV Jaņa Rozentāla Rīga Art High School, Hāmaņa iela 2A, Riga

Dates	2014. June – 2018. May
Occupation or position held	UX / UI designer
Main activities and responsibilities	<p>UX and UI design for B2B desktop softwares, big data screens and input fields</p> <p>Software layout wireframing and communicating with developers and client for opinion gathering</p> <p>As only designer, working with different companies projects, that includes: Banking Information Systems, E-commerce and CRM systems, document management systems and record keeping, business process modelling and management, repair, warehouse and customer service management systems, websites</p>

Main activities and responsibilities (continue)	<p>Repair, warehouse and customer service management system is B2B new product that was fully rebuilt, I was part of every stage, starting on reading clients technical specification, creating different user group scenarios (6+ user groups), UX, UI design, getting clients feedback and implementing updates, till launch</p> <p>Manipulation of large data sets and data visualisation - MySql table visualisation, for projects like Laipa, the Repair system, Aeronautical information system, etc.</p> <p>Fully hands on B2P project for Latvian Performers' and Producers' Association phonogram submission tool, that was creating UX and UI design from scratch, working with client on daily basis to get best results and fully understanding all softwares sides, as comlexity of 4+ user groups and 10+ data submission scenarios and royalty sharing based on all scenarios and territorial permissions</p> <p>Full usability engineering for Laipa project, that included methods as usability testing and interviews, brainstorming with client and potential user groups, different focus groups, cognitive walkthroughs, Heuristic evaluations</p> <p>Mobile app UX and UI design</p> <p>UI and UX design for online shops and web sites, sales platforms</p> <p>Key visual creation for web sites</p> <p>Software solution branding and identity</p> <p>Print and promotion material creation for all projects</p>
Softwares used	Adobe Creative Suite: Photoshop, Illustrator, Dreamweaver, InDesign, Premiere, After Effects, Zeplin, Google Analytics, Visual Studio Code, Microsoft Office
Name and address of employer	SIA Divi grupa, Avotu iela 40-33, Riga

Dates	2014. February – 2014. May
Occupation or position held	UX / UI designer
Main activities and responsibilities	<p>UX / UI design and development of home pages - HTML, CSS, Bootstrap</p> <p>Web site set-up in Typo3 CMS</p> <p>Wareframing, UX, UI design for mobile task management application + branding</p> <p>Animation creation to implement in web sites - JS</p> <p>Icon set creation and implementation into B2C Saas solution</p> <p>Logo, print material and business card design</p> <p>Video presentation creation for Vibis solutions</p>
Softwares used	Adobe Creative Suite: Photoshop, Illustrator, Dreamweaver, InDesign, Premiere, After Effects, Edge Animate, Microsoft Office
Name and address of employer	Ltd Vibis, Einsteinstraat 57, Purmerend, The Netherlands

Dates	2005. – 2016.
Occupation or position held	Artist / Multimedia specialist
Main activities and responsibilities	<p>Making museum exposition change projects</p> <p>3D visualizatons of all exposition in Cinema4D</p> <p>Creating UX and UI interactive kiosks with exposition information</p> <p>UX and UI of interactive games featured in museum expositions</p> <p>Development of interactivoe kiosks and interactive games</p> <p>Aligning interactive object design and funcionality with client</p> <p>Setting up physical devices in museum</p> <p>Creating videos and animations featured in exposition</p> <p>Creating print material design</p>
Name and address of employer	SIA Trīs muskatrieksti, Lāčplēša iela 61-18, Riga

Education

Dates	2017. - till now (2019.)
Title of qualification awarded	Associate's degree / Information technology / programming
Principal subjects/occupational skills covered	Application software, Programming, Operating systems, Database technologies, Computer system architecture, Internet technologies, Data structures and algorithms
Name and type of organisation	Alberta College

Dates	2015. - 2017.
Title of qualification awarded	Masters of Arts Degree in the Humanities
Principal subjects/occupational skills covered	Conceptual composition, web studies, animation, 3D studies, history and philosophy of aesthetics, pedagogy
Name and type of organisation	Arts Academy of Latvia

Dates	2011. - 2015.
Title of qualification awarded	Bachelor of Arts Degree in the Humanities
Principal subjects/occupational skills covered	2D computerart, photography, graphics, conceptual composition, drawing and painting, web studies, animation
Name and type of organisation	Arts Academy of Latvia

Dates	2010. – 2012.
Title of qualification awarded	Associate's degree / Cultural management and producing
Principal subjects/occupational skills covered	Marketing, human resource management, creative industries, TV and interactive media industry, producing (music, film-making, events etc.), project management, dramatics and rhetoric, innovations, creative products export, etc.
Name and type of organisation	Alberta College

Dates	2005. – 2009.
Title of qualification awarded	Profesional high school education/ Multimedia design specialist (speciality – animation)
Principal subjects/occupational skills covered	Computerdesigns, 3DM, animation, video, conceptual composition, photography, drawing, painting, composition, sculpturing, web studies, etc
Name and type of organisation	Jaņa Rozentāla Rīga Art School

Personal skills and competences

Mother tongue	Latvian
Other language self-assessment	
English	Very good / Excellent
Russian	Almost good / Quite bad, actually

Social skills and competences

Great social and communicative skills trained in theater studio “Zīļuks” (8 years) and dramatics course in an independent theater “Skatuve” (2007./08. study year), and rhetorics course in college
Pedagogy course taken in Arts Academy of Latvia
I have very effective and determined communication, especially trained working with team members remotely
Structured and clear information flow, as per agile teams member
Current job voted me as role model of accountable, getting it done and problem solving

Technical skills and competences

Have basic IT administration skills
Excellent knowledge about professional digital photo and video equipment, work in photo studio

Computer skills and competences

Excellent skills in graphic software:
Figma, Sketch, Adobe Dreamweaver, Adobe Photoshop, Adobe Illustrator, Adobe XD, other Adobe Suite solutions
Videomount software like Adobe Premiere and Adobe AfterEffects, Final Cut Pro
3D graphic and animation software Cinema4d.
Excellent knowledge of HTML, CSS and basic JS, C++, C#
Very well manage MS Word, MS Excel and MS Power Point
Daily work on Mac OS, but superintend Windows as well

Artistic skills and competences

Obtained multimedia specialist profession with animation speciality, free to manage in sphere of multimedia design and different types of animation (classic or drawn animation, 2D and 3D computer-generated animation and application animation, stop-motion animation, etc.). Good at academic and modern drawing and painting, acquired in schools and Leonardo Da Vinci student exchange program in Plymouth College of Art and Design (2008.). Digital art and data visualization cooperating with Bachelors and Masters thesis supervisor Raitis Šmits, doc., dr.art. from RIXC new media center.