

Personal information

First name / Surname	Anna Lapiņa
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Nationality	Latvian
Date of birth	February 8th, 1990

Profile

Experience	7+ years experience as a UX designer. 8+ years experience as a UI designer. 7+ years of development of online projects in HTML, CSS, and JS. 1 big project as Team Lead (Project Manager) for a team of 3 devs and 2 designers. 2 big projects built as lead UX / UI designer and information architecture designer. 3+ years of experience in interaction design, creating software for museum exhibitions as interactive kiosks.
Skills	Management, UX / UI skills in B2B, and B2P solution designing for big data screens.
Softwares	Master in Figma, Adobe Creative Suite software: Adobe XD, Photoshop, Illustrator. Professional in Jira, Visual Studio, Cinema 4D, Premiere, After Effects.
Useful info	Understanding of programming languages such as MySQL, C, C++, C#, and PHP. Agile and structured personality. Open-minded, positive, and fast learner, with a can-do attitude.

Work experience

Dates	2020. January - till now
Occupation or position held	UX / UI designer, project manager
Main activities and responsibilities	Deliver UI SSO account improvements and integration across multiple platforms and teams, daily team task management, and support. UX research for new solutions (and to improve existing ones), working within teams for a complete understanding of user behavior for various products, and A/B testing. New product concepts, mapping flows, wireframing, and analyzing with the strategy team. Company's mobile app updates and implementation with developers. Various website UX improvements and UI designs. Console design, design system upgrade for new products and needs. Interactive animation creation for websites and apps. 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. Prototyping designs and aligning them with solution functionality and clients' guidelines. New client mockups of the Loylogic solution integrated as part of the client's existing solution (as an example, Pampers app already exists, so my task was to make the Loylogics reward store a Pampers Club in-app website). Existing feature upgrades by creating better UX intuitiveness, for instance, buying multiple raffle ticket scenarios. Browser add-on UX and UI creation. HTML email creation and setting up in B2C marketing tools like Emarsys and ExactTarget. A/B testing and working with the analytics team on improvements. Key visual creation for reward stores. Big clients, I worked with: Pampers, Etihad airways, JetPrivilege airways, and Swisscard. Occasional video creation and keeping up a positive atmosphere in the office. Working remotely within an agile team divided into 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. Explaining coding basics and development features in HTML, CSS, JS, Bootstrap, jQuery, and other commonly used libraries. Providing support for student idea realization all the way. Materializing practical web-based art and design projects. Teaching basic Unity software features. Teaching the concept of Augmented Reality. Vuforia engine usage in Unity. Building conceptual art projects as an 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 software, big data screens, and input fields. Software layout wireframing and communication with developers and clients for opinion gathering. As the only designer, working with different company projects, that includes: Banking Information Systems, E-commerce, and CRM systems, document management systems and record keeping, business process modeling and management, repair, warehouse, and customer service management systems, and 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 with reading clients' technical specifications, 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 visualization - MySql table visualization, 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, which was creating UX and UI design from scratch, working with clients on daily basis to get the best results and fully understanding all software sides, as the complexity 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 the Laipa project, which included methods such as usability testing and interviews, brainstorming with client and potential user groups, and 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 websites, and sales platforms.</p> <p>Key visual creation for websites.</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>Wireframing, UX, UI design for mobile task management application + branding.</p> <p>Animation creation to implement in websites - 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 visualizations 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 interactive kiosks and interactive games.</p> <p>Aligning interactive object design and functionality with clients.</p> <p>Setting up physical devices in the museum.</p> <p>Creating videos and animations featured in the exposition.</p> <p>Creating print material design.</p>
Name and address of employer	SIA Trīs muskatrieksti, Lāčplēša iela 61-18, Riga

Education

Dates 2017. - 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.