



LEILA LING

713.391.9428
leila.p.ling@gmail.com
http://www.leilaling.net

leilaling
leilapling
leila.designs

WORK EXPERIENCE

Austin, TX Designer at Popsots

5/2017 - 1/2018 As the sole designer, produced iconography, prototypes, spec sheets, print, and user interface designs that helped lay the foundation of Popsots, a grocery retail startup. Set up front-end pages of the web platform to be used by a variety of users such as grocery retailers, candy vendors, and small businesses. Directed a photo and video shoot and managed video production and animations. Designed marketing materials such as emails, print fliers, and presentation decks.

Austin, TX Product Designer at ForeFlight

1/2016 - 5/2017 Designed both web and iOS mobile experiences for an app made for personal, business, and corporate pilots. Redesigned the internal user web portal for account management. Conducted user testing and gathered feedback on designs to ensure safety of pilots using the app. Helped oversee app- and web-wide UI aesthetics and created illustrations to make flying a joy. iOS designs accounted for harsh environments, such as in conditions of glare, turbulence, and low light.

Austin, TX Lead UX/UI Designer at Able Lending

10/2013 - 1/2016 Created user flows and detailed wireframes that laid the foundation of Able as it pivoted from its previous startup, Outbox. Conducted user research, developed rapid prototypes, and ran user testing and analysis. Worked collaboratively with other engineers and designers to ensure product is to spec. Ensured products and marketing assets were responsive and backwards compatible. Led front-end web development, created, and documented the style guide.

Austin, TX Web Developer at T3 (The Think Tank)

6/2011 - 10/2013 Developed emails, landing pages, websites, and Facebook applications for various clients including JPMorgan Chase, Windows Phone, MetroPCS, Phillips 66, UPS, Allstate, Reliant Energy, and Sprite. Mentored and onboarded intern web developers.

Notable Projects:

T3

Sole front-end developer for a newly rebranded agency website.

JPMorgan Chase

Maintained and built a variety of landing pages and email campaigns. Ensured code was built to be backwards compatible on browsers as far back as IE5.

Sprite Uncontainable Game

Sole front-end web developer for a site that featured a collaboration between Sprite and the NBA that included 9 different countries and over 40 videos.

Phillips 66 Mobile

Sole front-end web developer for the mobile version of the Phillips 66 Lubricants site.

Allstate Pro-Football Hall of Fame

Assisted with front-end development for Allstate's campaign on desktop and mobile; OMMA Award Winner for Web Experience in Sports View.

EDUCATION

Savannah College of Art and Design

Savannah, GA 9/2010 - 6/2011
Master of Arts in Interactive Design
4.0 GPA

Trinity University

San Antonio, TX 8/2006 - 12/2009
Bachelor of Arts. in Communication and Computer Science
3.62 GPA, cum laude honors

HONORS

Semifinalist, Walt Disney Imagineering's ImagiNations Design, 2011
SCAD Honors Grad Scholarship, 2010-2011
SCAD Fellowship, 2010-2011

SKILLS

Handcode HTML/CSS
Web Design & Development
Responsive Design
User Experience
User Interface Design
Wireframing
Prototyping
Interaction Design
Javascript/Jquery
Accessibility
Email Design & Development
SASS/LESS
Motion Graphics & Animations

TOOLS

Sublime
Sketch
PaintCode
Principle
Illustrator
InDesign
Photoshop
Invision
After Effects
Keynote
Omnigraffle
Github
Bootstrap 3
Bulma
Mac/Windows