



**LEILA LING**

Web, Graphic, and UI design

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leilapling

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## WORK EXPERIENCE

**Austin, TX Product Designer at ForeFlight**  
1/2016 - Present  
Designed for both web and iOS mobile experiences for an electronic flight bag. Redesigned the internal user web portal for more efficient account management. iOS designs account for an often harsh environment, such as in conditions of glare, turbulence, and low light. Conducted user testing and gathered feedback on designs to ensure safety of the pilots using the app. Helped oversee app- and web-wide UI aesthetics and created app and internal illustrations as needed to make flying a joy.

**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 are 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.

**San Antonio, TX Web and Enterprise Architecture Intern at Valero Energy Corporation**  
5/2009 - 11/2009  
Created, designed, and implemented user interfaces for Valero's internal web applications using SAP Netweaver Web Dynpro. Analyzed refinery ops workspaces and recreated and redesigned pages using Web Page Composer for Valero's Portal and translated graphics using Microsoft Visio.

## 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

## TOOLS

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