

LANA CHIRCOP

647-466-3999 - LanaChircop.com - hello@lanachircop.com

TD

*Senior User Experience Designer
Toronto, Canada (April 2016 - present)*

Reviewed the TD Public website and restructured content to be more easily accessible through fewer layers of navigation and more understandable categorization (January release).

Worked with the development, marketing, and business teams to stay within timeline and budget restrictions.

Led a team to develop strategies for branch redesigns. Took existing research findings, created presentations and storyboards for various concepts and created a working prototype branch with interactive ATMs for further testing.

Prenz Media

*User Experience and Design Consultant
Toronto, London, New York (November 2015 - April 2016)*

Created and improved digital products including mobile apps and websites to be consistent with brand in terms of visual design, interactive patterns and emotional response.

Directed users through targeted flows to accomplish goals with minimal barriers.

Evaluated products and worked closely with clients and product leads to ensure their vision could be accomplished most effectively.

Created browser games and interactive experiences with millions of plays, gaining valuable user feedback and implementing fun new features.

CIBC

*UX Lead - Contract
Toronto, Canada (March 2015 - November 2015)*

Led the mobile development team in the mobile parity project recreating existing mobile and web apps to be consistent across platforms and devices including tablets, phones and the Apple Watch.

Created wireframes and interaction rules documents for clear instructions to developers, project managers, business analysts and quality assurance teams.

Ashley Madison

*Lead UX/UI Designer
Toronto, Canada (March 2013 - March 2015)*

Managed a team of 7 designers and front end developers while actively taking part in planning, designing and development.

Implemented processes to improve team workflow and interactions with other teams leading to faster turnaround times and boosted productivity.

Used analytic data to improve products' user experience and promote conversion leading to a \$33 million revenue increase over 2 years.

MTHRTY

UX Designer

Toronto, Canada (August 2012 - February 2013)

Worked with clients including Universal, GE, Financial Post, Big Brother Canada, Aviva and Berklee College of Music to create viral campaigns using innovative applications and various media outlets to effectively spread content.

Conceived campaign strategies leading to more sales pitches being won and successful results with millions of conversions.

Improved tracking system and made reports more usable for clients increasing product value leading to the company acquisition at a higher price.

Aviation Media

Creative Manager and Online Coordinator

London, UK (March 2010 - August 2012)

Travelled internationally to work with airports, airlines and associate companies to showcase digital products gaining new clients and partners.

Grew Global Airport Cities from an event based product to include a printed magazine, digital magazine, website, surpassing expected traffic goals which eventually led to the sale of the product and half the company.

Witom Group

Designer/Developer

London, UK (December 2009 - March 2010)

Created websites, digital and printed ads, stationary and other materials for a group of companies including a college, a passport and visa assistance company and a healthcare licensing company.

Designed and developed a digital platform for students and teachers to share documents, upload class work and communicate in groups of privately.

Drive Strategic

Graphic Designer

Toronto, Canada (March 2008 - November 2008)

Created digital and printed material for clients including graphical assets and set background for a financial news station, website, promotional material and boat wraps for a fishing tournament and a website for Bag to Earth.

Education

McMaster University: Bachelor of Science in Physics

London College of Communication: Graphic Design, HTML and CSS, PHP, ASP.net, MySQL

HarvardX: CS50x Introduction to Computer Science

Codecademy: Javascript

Skills and Tools

Proficient in HTML5, CSS3, Photoshop, Illustrator, InDesign, Flash, JavaScript, JQuery, PHP, MySQL, Actionscript 2 & 3, HAML, JADE, LESS, SASS, Git, Omnigraffle, wireframes.cc, Visio, Sublime, Guard, Unity, Blender, Maya, Bryce, Lua, Corona, Joomla!, Wordpress and CMSMS.

Interests and Hobbies

Piano, guitar, development, game design, illustration, animation, Muay Thai, painting, travel.