Andriana Starr

ALL AROUND CREATIVE DESIGNER

Hi there. I'm Andriana - or Andi, for short - based out of the PNW and Los Angeles. I am a dynamic creative professional who thrives on versatility and possess a broad spectrum of design talents. I bring a lot to the table - both within the workplace and on the outside. Being a gamer also drives my love for problem solving and competition - which can play into my skillset as well. Get to know me. 🙂

✏ SKILLS

UI / UX DESIGN	PRODUCT DESIGN
GRAPHIC DESIGN	ANIMATION
WEB DESIGN	MOTION FX
GAME ART & DESIGN	VIDEO EDITING

🖥 PROFICIENCY

PHOTOSHOP	ILLUSTRATOR
FIGMA	SKETCH
ZEPLIN	INVISION
WEBFLOW	WORDPRESS
HTML5	CSS
JAVASCRIPT	jQUERY
PREMIERE	AFTER EFFECTS
3DS MAX	MAYA
UNITY	UNREAL ENGINE

♡ INTERESTS

VIDEO GAMES	SUSHI
ADVENTURES	MY DOGS

EXPERIENCE

💼 WORK

Media Well Done
Lead UX/UI Designer | November 2020 - Present
Los Angeles, CA (Remote)

Proficient in creating intuitive and visually stunning user interfaces for web and mobile applications, with a strong focus on user-centered design principles. Conducted user research to understand user behaviors, needs, and pain points, effectively translating insights into design solutions. Skilled in wireframing and prototyping tools such as Figma, Sketch, and InVision to develop interactive prototypes for usability testing and stakeholder presentations. Animated HTML5 banners for display ads and social ads. Occasionally required motion graphics and animation in After Effects to create promotional material and social media posts.

Status Not Quo / Flannel PDX
Graphic Designer + UX/UI Designer | July 2016 - June 2020 (Occasionally Freelance)
Los Angeles, CA / Portland, OR (Remote)

Mocked up website wireframes in Sketch and Figma. Conducted user research, brainstorming, and conceptualizing creative ideas with the creative / development team. Effectively communicated design concepts and decisions to stakeholders through presentations and design rationale, addressing questions and concerns. Reported to the Creative Director and collaborate on overall project vision and creative approach to execute graphic, web, and/or mobile design. Occasionally required to animate assets in After Effects. Paid meticulous attention to detail in design implementation, ensuring pixel-perfect accuracy and consistency in all UI elements.

Revolve Agency
Graphic/Interactive Designer | April 2015 - June 2016 (Occasionally Freelance)
Los Angeles, CA / Remote (Hybrid)

Created storyboards for animation concepts, then took it into production. Designed interactive banners using Google Web Designer. Designed web themes, social and promotional graphic design for major entertainment industries such as FOX, Showtime, Disney, TBS, FX, etc. Learned how to work efficiently under pressure while maintaining quality because of tight deadlines due to the rush of TV/movie releases.

Flappy Kukla
Game Designer | April 2014
Los Angeles, CA

This was an independent passion project where I recreated the popular mobile game 'Flappy Bird' into a culture-based mobile game that became popular for a short period time within the Armenian community and received 10,000 downloads. My responsibilities included preparing a brief Game Design Document, designing the 2D characters, assets, background, UI and artwork. I also assembled level building in Unity and integrated ads to generate revenue.

Game Wizards
Character Artist & Asset Design | March 2013 - December 2013
Los Angeles, CA

Designed 2D characters and game assets for video game projects. Modeled, textured and rigged 3D characters and assets. Constructed levels in Unity and Unreal Engine.

PC Medics 911
Junior Web Designer | August 2010 - January 2014
Los Angeles, CA

Mocked up wireframes in Photoshop and built front-end websites using HTML, CSS and WordPress for various clients - ranging from ecommerce websites to informational landing pages.

🎓 EDUCATION

Art Institute of California - Los Angeles
B.S., Game Art and Design
2009 - 2013

CONTACT

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