



TODD JAMES LASOTA

USER INTERFACE & EXPERIENCE DESIGNER

Website
ToddJamesMedia.com

Mobile
+1(619) 436-7513

Email
Todd@ToddJamesMedia.com

EXPERIENCE

User Interface and Interactive Designer

2013 - Present @ **GreatCall Inc.**

- Design and develop user interface for multiple handheld devices while understanding the capabilities and limitations of various development environments, such as iOS, Android, FireFox, and BREW, and having a total end-to end user experience in mind.
- Work closely with the marketing team to provide quick turn around and support for web projects, including layout recommendations, UI assets, and UX feedback.
- Manage and produce various video and audio projects, including how-to videos, live webinars, device audio assets, and IVR recordings.
- Select, manage, and direct internal and external talent to support interactive projects.
- Create and provide fast prototypes to drive quick decisions.
- Collaborate and work closely with engineers to iterate in fast-paced Agile and scrum cycles.
- Lead rapid iterations on multiple wireframes, sketches, and whiteboard sessions to produce fully designed comps.
- Participate in multi-disciplinary brainstorming sessions with web and UX designers, product managers, software developers, product marketing, and marketing communications and other groups as needed.
- Develop user flows, wireframes, and user experience specifications based on multi-functional collaboration, but articulate, drive, and own the final vision and framework.
- Present, write and document clearly, and interactively communicate with a broad range of people from technical to marketing to top-level executives, in order to gain consensus and drive momentum.

Web Designer & UI / UX Specialist

2006 - 2012 @ **Provide Commerce**

- Hired to be first full-time web designer.
- Pioneered the ProFlowers mobile site and iPhone app.
- Promoted to be the new mobile lead for the entire company by the executive board.
- Lead a team of developers, marketers and customers insights while being the lead designer.
- Designed Flash web banners featured on Pandora, MSN, AOL and Yahoo!
- Created brand identity and web design for new brand, ProPlants.com.
- Storyboarded and produced viral commercial spots for ProFlowers.
- Supervised freelance designers' daily work flow level executives, in order to gain consensus and drive momentum.

OBJECTIVE

Inspire and lead designers to create new interactive media that increases user engagement while keeping a tight hold of brand standards and guidelines. In my world, problems can be solved with beautiful design, a Mac and a good amount of patience.

EDUCATION

2003 - 2006

BS, Interactive Media Design
The Art Institute of California
- San Diego

PROFESSIONAL SKILLS

	average	good	skilled
Graphic Design	★★★★★★	★★★★★★	★★★★★★
Web Design	★★★★★★	★★★★★★	★★★★★★
Mobile App Design	★★★★★★	★★★★★★	★★★★★★
Video Production	★★★★★★	★★★★★★	★★★★★★

APPLICATIONS

	average	good	skilled
Photoshop	★★★★★★	★★★★★★	★★★★★★
Illustrator	★★★★★★	★★★★★★	★★★★★★
InDesign	★★★★★★	★★★★★★	★★★★★★
Dreamweaver	★★★★★★	★★★★★★	★★★★★★
Experience Design	★★★★★★	★★★★★★	★★★★★★
Sketch	★★★★★★	★★★★★★	★★★★★★
Premiere	★★★★★★	★★★★★★	★★★★★★
Aftereffects	★★★★★★	★★★★★★	★★★★★★
Audition	★★★★★★	★★★★★★	★★★★★★
Fusion 360	★★★★★★	★★★★★★	★★★★★★
Mac OS	★★★★★★	★★★★★★	★★★★★★
Office 365	★★★★★★	★★★★★★	★★★★★★
Jira / Confluence	★★★★★★	★★★★★★	★★★★★★
Slack	★★★★★★	★★★★★★	★★★★★★