

# GINNY LAVINO

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## DESIGN EXPERIENCE

### Temporary Designer

March - April 2023 | Blue Corona

- Updated style guide and components in proven website design template in Figma for 5 clients, staying within existing design systems and branding.
- Updated color schemes while following accessibility guidelines.
- Exported assets and organized them for hand-off to the development team.

### Responsive Website

Doctorly

- Coordinated user interviews and sorted research findings to determine users' pain points.
- Created wireframes and hi-fidelity prototypes for over 10 screens on desktop and mobile screens.
- Created a design system and branding.

### End-to-End Mobile App

New Day

- Planned research methods to determine motivations and pain points of users.
- Conducted usability testing, determined priority revisions, made iterations based on user feedback, and ran A/B testing to determine final design solutions.
- Created a design system and branding.

## WORK EXPERIENCE

### Social Media Specialist

January 2021 - Present | Blue Corona

- Create organic content for over 160 clients across Facebook, Instagram, LinkedIn, and Google Business Profiles, and create Nextdoor ads for over 10 clients.
- Increased organic social impressions by 144% and engagements by 17% across all clients in 2022.

## CERTIFICATES & EDUCATION

### UX Academy

Designlab

### B.S. Mass Communication

Towson University

## SKILLS & TOOLS

Design systems, Figma, FigJam, Interdepartmental communication, Maze, Optimal Workshop, Problem solving, Prototyping, Storytelling, Usability testing, Useberry, User research, Wireframing, Writing