

Lorna Bahn

LornaDigital.com

- YarberryLN@gmail.com
- **57.692.3477**
- Virginia Commonwealth University 2011 **BFA Communication Arts**
- Richmond, VA



Design Programs

Acrobat Pro Aftereffects Dreamweaver

Senior UX/UI Designer **CoStar Group Product Designer** 08/2021 - Present

Partnered closely with various product managers and business analysts in charge of discrete product capabilities as well as broad, cross-product initiatives. Produced designs with input from the product team to achieve the desired customer experience, including user flows, high-fidelity wireframes, detailed mockups, and interactive prototypes. Acted as the user-advocate in cross-functional teams with product, architects and engineering. Communicated design process and recommendations effectively to C-Suite level stakeholders and below, across the organization. Created intuitive products that elevated the user experience using best practices, current web trends, and user research. Collaborated with product managers, executives, business analysts, and other stakeholders to incorporate specific design requirements, visual treatment, and content structure.

Graphic & Web Design Contractor VPM/NPR

12/2020 - 08/2021

06/2017 - 11/2020

Designed graphics and websites for radio, podcasts, and TV broadcasts as well as B2B branded print collateral for sponsorships.

Lead Graphic & Web Designer **Alton Lane**

Designer of graphics, website, landing pages, B2C email marketing, social media campaigns, copywriting, print media, ecommerce portal imagery, sales promotions, photo retouching, brand identity, and all other marketing materials required. Designer, builder & admin of Digital Asset Management system and Employee Intranet.

Capital One Senior Visual Interactions Designer **Senior Art Director** 04/2016 - 06/2017

Figma
Illustrator
InDesign
Photoshop
Premiere Pro
Sketch App
Sketch App Web Languages
Web Languages
Web Languages CSS3

Project Management, Prototyping, & Testing

Defined digital marketing strategies and tactics, promoted brand awareness and cross-discipline collaboration to create integrated design solutions, applied Lean UX principles, developed user testing for improved site UI, prototypes at various levels of fidelity, & nurtured a cohesive product vision.

Allianz Global Assistance

Web Design Contractor

Designed and coded B2C and B2B email marketing campaigns, banner ads, electronic brochures, landing pages, and print media.

The Martin Agency

06/2015 - 12/2015

01/2014 - 06/2015

Front-end Web Developer

Developed functional and appealing web applications, provided website maintenance and enhancements, designed and built employee intranet interfaces for Geico & Sunglass Hut, and maintained graphic standards and branding throughout all platforms and interfaces.

Velocity Micro Graphic & Web Designer

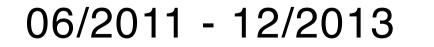
	Asana
	Azure
\bigcirc	Invision
	Issuetrak
	Slack
	UserTesting.

Workfront (formerly AtTask)

com

Other

- ADA Compliance
- Copywriting
- Email Marketing (B2B & B2C)
- Libris Photoshelter Digital Asset Management
- Microsoft Office Suite
- Print Media
- WCAG



Product logos, product packaging design, instruction manual layout and design, product photo retouching, web advertising, promotional videos, email marketing, design and management Velocity Micro's website, and marketing campaigns.



20 Best Web **Designers** in Richmond Expertise.com 2023



40 Best Web **Developers** in Richmond Expertise.com 2022



Outstanding Achievement in Web Development Web Marketing Association 2012