



ALIANA LAYUG

UX / UI & Visual Designer

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EXPERIENCE

UX DESIGNER

Union Standard Insurance Company | 2018 - Present

Lead designer on the company's intranet along with the developers, experience team, and stakeholders.

VISUAL / WEB DESIGNER

Lukkas Evan | 2018 - Present

Created and planned full functioning websites that increased user views. Planning includes creating wireframes, prototype and testing for usability.

CONTRACT GRAPHIC DESIGNER

Clampitt Paper Company | 2017

Worked on creating a system on wide book format that contains hundreds of their products. The book was distributed nationwide

UX / UI & GRAPHIC DESIGNER

Freelance | 2013 - 2018

Worked on company branding, web designs, mobile apps, motion graphics, wireframing, interactive interfaces, brochure, posters, and book covers.

ORGANIZATIONS

ACTIVE MEMBER

Dallas User Experience Group | 2016 - Present

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The User Experience Club at UT Dallas | 2017 - Present

MEMBERSHIP OFFICER

American Institute of Graphic Design | 2016 - Present

SOFTWARE & SKILLS

Photoshop	Axure
Illustrator	Sketch
InDesign	Invision
After Effects	Adobe Xd
Z Brush	Cinema 4D
HTML	Javascript
Design Skills	Surveys
Wireframing	Interactive Design
Prototyping	Content Inventory
Personas	Site Map
Story Boards	Diagram
Empathy Map	Literature review

EDUCATION

BACHELORS OF FINE ARTS IN VISUAL COMMUNICATION - NEW MEDIA

Texas A&M University - Commerce | Magna Cum Laude

August 2014 - May 2018

ASSOCIATES IN ARTS

Eastfield College - Aug 2012 - June 2014

ACHIEVEMENTS

CREATIVE QUARTERLY WINNER

Creative Quarterly | March 2018 -

My mobile app "Crossfit 214" will be published in Creative Quarterly in New York.

CREATIVE QUARTERLY RUNNER UP

Creative Quarterly | March 2018 -

My logo redesign for Crossfit 214 won a runner up, and it will be featured in the online gallery.

ADDYS WINNER

American Advertising Federation | March 2018

My motion ad piece "Colourpop" placed a bronze.

GOLD AWARD WINNER

Graphis | Jan 2018

Competed internationally and my ad motion piece "Colourpop" placed a gold.

ALEXA STUDENT DEVELOPER

Amazon | Oct 2017

Designed voice interface to assist users while cooking and developed a series of voice commands for Alexa voice services on Amazon Web Services.

UX DESIGN: JUDGE CHOICE AWARD

Adobe Creative Jam | March 2017

Solved a design challenge within 3 hours and came up with an app solution called "iShy" that helps people overcome their shyness using the app.

MERIT AWARD

Graphis | Jan 2017

Competed internationally and won an award on "Matco Tools" company rebranding.