HANNAH LORRA ALLRED

https://hannahlorra.com | artbyhannahlorra@gmail.com

EXPERIENCES

UX Designer / Content Creator

Bloom on Franklin Music & Art Festival   June '22 - March '23

Utilized user and competitive research, information architecture, wireframing, visual design, branding, prototyping and testing to design an innovative user centered responsive website.

Collaborated with a team to create user-driven social media marketing content, leading to record ticket sales and a 300+ follower gain in 3 weeks.

SuperHost

Airbnb   October '19 - April '23

Demonstrated strong communication, leadership and problem-solving skills to provide excellent guest service and promptly address any concerns. Meticulous attention to detail ensured a comfortable and enjoyable stay for guests.

Visual Artist

Hannah Lorra Arts   October '19 - April '23

Strengthened my entrepreneurial and creative skills while creating visually stunning artworks with a multidisciplinary approach and a keen eye for design. Excelled in managing deadlines to ensure timely project completion with high-quality standards.

Vet Assistant

Tampa Bay Downs   November '14 - May '21

Developed strong analytical, organizational, and documentation skills, while strictly adhering to complex protocols and regulations. With a detail-oriented approach and a focus on safety, I collected and analyzed data, prioritized tasks, and maintained precision and accuracy in high-stress situations around racehorses.

EDUCATION

UX Academy by Designlab
March 2023

University of South Florida
B.S. Biology, May 2020

SKILLS

Design: Wireframing, Visual Design, Branding, Style Guides, Design Library, Low to High Fidelity Prototyping, Affinity Diagrams, User Flows

Research: Persona/Scenario, Cognitive Walkthrough, Storyboarding, Interview, Survey, Heuristic Evaluation, Contextual Inquiry, A/B Testing, Data Analytics, Usability Testing

Collaboration: Organizing Volunteer Groups, Participating in Design Critiques, Self Starter, Flexible, Detail Oriented, Communicative

TOOLBOX

Figma
Adobe Photoshop
Adobe Illustrator
Adobe XD
Canva
Wordpress
Elementor
Whimsical
Optimal Workshop