



Gina Lacayo

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I began my career fourteen years ago as a Graphic Designer. Since then, I have gained expertise in Visual Design, Web, Mobile, Emerging Media Design, UI Design, UX Research, Art Direction, and Brand Development. I have managed multiple client relationships and design projects from concept to completion. I am comfortable walking clients through Brand Development and designing deliverables such as logos, design systems, websites, mobile apps, social media graphics, game UI, and many other design requests.

EXPERIENCE

SENIOR USER EXPERIENCE DESIGNER

Optum Hospital & Health Care | September 2021 - Present

As the project leader for one of our products in the OptumRX department, I conduct UX design efforts to improve the user experience for our web application. I design user interactions while considering accessibility, usability, and stakeholder requirements and present user flows, wireframes, and prototypes to internal stakeholders and developers to ensure accurate implementation of the user experience.

ART DIRECTOR & BRAND DESIGNER

ProPositiva con Giselle | Remote | October 2020 - January 2021

ProPositiva con Giselle project included brand development, marketing strategy, and social media assets. The client and I worked together to answer and analyze my series of Brand Development Questionnaires. We worked on marketing, positioning, and social media strategies, identified the ideal user and developed their unique selling point. Their deliverable included a Brand DNA Presentation, Brand Guidelines, Logo package, a Design system, and Instagram graphics for their bio, highlights, stories, and posts.

ART DIRECTOR & BRAND DESIGNER

Freelance L53 Family Estates | Remote | March 2020 - September 2020

L53 Family Estates' brand development objectives included: Choosing a name, designing a logo, identifying market and ideal users, and designing an informational desktop and mobile website. We chose the name and then created a marketing strategy aligned with their new mission of offering quality coffee to the final consumer in diverse markets. We defined their values and unique selling points. We effectively conveyed them throughout their desktop and mobile web, social media profiles, packaging, and promotional materials like t-shirts, mugs, and caps.

ART DIRECTOR & LEAD UI DESIGNER

Float Hybrid Entertainment | San Francisco, CA | March 2016 - November 2020

I provided design expertise executing design projects from concept to hand-off. I collaborated inside a cross-functional team of designers, developers, and engineers throughout implementing engaging U.I. elements and user experiences for games, mobile apps, large-scale installations, smart T.V., car H.U.D., and V.R. headsets. Below are some of my favorite FLOAT projects.

Samsung E3 Gaming Experience Collaborated with our Motion Graphic Designer to create visuals for Samsung Projection-Mapping Room, an immersive Augmented Reality experience where participants

experienced the QLED TV first hand. I designed and implemented the UI for our GIF booth experience and designed Samsung's email campaign for after-event engagement.

RayBan RFID Smart Tables Developed the RayBay Smart Tables' visual design. I met regularly with the client to assess the project's needs, asset hand-off, and implementation, and I adhered to the brand's design processes, guidelines, and methodologies. I worked with developers and engineers, providing feedback on implementing Visual Design.

COPA STC Designed internal and customer-facing apps and collaborated with a team of more than fifteen local and remote developers, designers, and engineers, conducting frequent feedback sessions and iterations of our design work. I translated product requirements into user flow, wireframes, mockups, and lightweight, functional prototypes and presented creative work to internal stakeholders, marketing managers, and senior management for review and approval.

LoomAI Avatar Video Conferencing Collaborated with the LoomAI team to redesign their desktop app. Later, I created a new U.I. and provided UX support for LoomAI Zapp (Apps inside Zoom Environment). I worked with Loom's developers to provide design support and assisted with Q.A. to implement designs accurately. The product was presented to the public and shortly after acquired by Roblox.

EDUCATION

ACADEMY OF ART UNIVERSITY | SAN FRANCISCO CA 2013 - 2015

M.F.A. Web Design & New Media

ACADEMY OF ART UNIVERSITY | SAN FRANCISCO CA 2008 - 2011

M.F.A. Advertising focused on Art Direction

SAVANNAH COLLEGE OF ART AND DESIGN | SAVANNAH GA 2002 - 2006

B.F.A. Graphic Design

SKILLS

Creative Cloud, Adobe XD, After Effects, Sketch, Figma, InVision, UX/UI, Visual Design, Graphic Design, Art Direction, Digital Design, Typography, Wireframes, Design Thinking User Centered Design, Interactive Prototypes.

LANGUAGES

English - Fluent

Spanish - Native

Portuguese - Conversational