

Luola Starks **UI/UX Designer**

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EDUCATION

Springboard — UI/UX Design Certification

Expected 08/2026

Digital Media Institute — 1-Year Certificate: Animation and Visual Effects

02/2021

LSU-Shreveport — Bachelor's: Fine Arts

05/2019

PROJECTS

Tandem — Capstone Two — UX/UI Designer

2026

- Designed a fitness tracking and social accountability experience connecting goals, progress, achievements, messaging, and partner motivation.
- Conducted user research and usability testing to identify friction points and refine features around partner relationships, progress sharing, and messaging.
- Created user flows, wireframes, high-fidelity interfaces, and interactive prototypes with a consistent visual system.

SAVR Recipes — UX/UI Designer

2026

- Designed and refined a recipe experience using user-centered research, sketching, wireframing, interface design, prototyping, and usability-driven iteration.
- Explored multiple concepts quickly through sketches before moving into higher-fidelity solutions and testing.

EXPERIENCE

ThriveFit—Capstone One — UX/UI Designer

2026

- Applied an end-to-end UX process including research, synthesis, ideation, wireframing, prototyping, interface design, and usability testing.
- Translated research findings into user-centered design decisions and iterated on the experience based on feedback.

Envision Media & Marketing — Content Creator / Manager

2024 — Present

- Develop engaging multimedia content across digital platforms to enhance brand visibility and support marketing goals.
- Generated 18,000+ post impressions in 30 days, increased impressions by 44.6%, search appearances by 67.8%, and unique visitors by 81.8%.
- Contributed to 175% follower growth over the campaign period.

KTBS 3 — Video Asset Manager / Graphic Designer

2021 — 2023

- Oversaw video editing and file-format management during broadcasts, ensuring seamless integration of content into the news archive.
- Facilitated content creation for broadcasts to enhance viewer engagement and support technical operations.
- Managed visual assets and collaborated with reporters, anchors, photographers, and videographers to deliver polished broadcast content.

Cosmic Pictures — Composite VFX Artist

2022

- Collaborated with other artists to complete a project for Netflix.

Fairfield Studios — Paid Internship

2021

- Supported client projects and stage production, including camera operation, set preparation, lighting, and post-production.
- Created finalized video content using compositing, graphic design, and visual storytelling skills.

SKILLS

User Research, Research Synthesis, Wireframing, Prototyping, Usability Testing, Information Architecture, Interaction Design, UI Design, Visual Design, Visual Hierarchy, Problem Solving, Collaboration, Graphic Design, Writing, Video Editing, Social Media Management, Organization

SOFTWARE

Figma, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Adobe After Effects, Adobe Premiere Pro, Canva, Generative AI / AI Assistance