

Lynae Marie

UX/UI Designer | Problem-solver | Lifelong Learner

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<https://lynaemarie.com>

EXPERIENCE

FaceologyOMT., September 2023 - present

Project Strategy, Design, and SEO, Patient Coordinator

- Defining the organizational North Star, mission statement, and brand personality in line with the founder's ideals.
- Creating custom logos and branding elements, including color palette, typography, and brand voice.
- Outlining a comprehensive SEO and social media strategy to bolster online visibility and organic traffic.
- Design SEO, marketing, and design packages tailored for B2B clients.
- Efficiently scheduling patients globally for virtual sessions, collaborating closely with the Clinical Director and other OMTs.
- Providing information about myofunctional therapy and frenectomies, and managing patient bookings while facilitating access to their patient portal and documentation.

The Inclusive Group, August 2022- February 2023

Volunteer UX Researcher, UX/UI Designer, UX Content Writer, Social Media Planner

- Developed and executed social media strategy, establishing brand consistency and boosting engagement.
- Collaborated with team members to coordinate efforts, delegate tasks, and ensure timely delivery.
- Applied problem-solving and decision-making skills to shape the organization's voice and messaging, leveraging expertise in disability community trends.

Acadiana Therapeutic Riding Organization, August-December 2022

Volunteer UX/UI Designer, Website Builder, Social Media Planner

- Drove successful social media plan resulting in over 1,000 Facebook followers within 3 weeks.
- Demonstrated problem-solving skills by identifying and addressing user needs through user-centered design, and iterating designs accordingly.

Career Break, February 2013 - August 2022

The Odyssey Salon and Regis Salon, August 2010- February 2013

Hairdresser, Makeup Artist

- Consulted with clients to understand their needs and provide personalized recommendations.
- Utilized technical expertise to execute desired outcomes, resulting in high levels of client satisfaction and repeat business.
- Attended advanced training and industry conferences.

SUMMARY

Skilled in user-centered design, I thrive on collaboration, specializing in project strategy, research, UI design, content writing, and social media planning. I craft inclusive user experiences that leave a lasting impact.

EDUCATION

Tech Fleet Agile Development Bootcamp, July 2023

Tech Fleet Product Requirements Bootcamp, May 2023

LSU Online + Springboard, May 2022- June 2023

UX/UI Design Certification

- Completed 400+ hours of hands-on courses, with 1:1 expert mentor oversight.
- Developed technical skills in information architecture, sketching and wireframing, interaction design, prototyping and usability testing.

LSU Online, A&M campus, August 2022-current

Bachelors of Interdisciplinary Studies

- Communication studies, IT management, and sociology.

LSUE, August 2001- May 2005

Associates of Liberal Arts

TOOLS USED

Figma, Krita, Framer, Webflow, WordPress, Optimal Workshop, Marvel, Canva, Trello, Notion, Slack, Discord, Monday, Simple Practice, HoneyBook, Kajabi