LEILA LING

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EXPERIENCE

Austin, TX
4/2018 - Present

Senior UX Designer at Keller Williams

First external hire for KW's UX design team. Helped develop the initial design language system for Command, the internal web software for over 100,000 KW agents. Currently the lead designer for the Consumer platform on web and app (iOS and Android), which serves to keep clients close to every step of the real estate transaction with their KW agent. Crafted and documented the design language system for the Consumer platform and also helped developed best practices and processes for the design team. Work with product managers to create experiences that have parity on both web and app and create prototypes for testing and implementation. Translate, research, and iterate user testing feedback and collaborate with engineers on design deliverables.

Austin, TX
5/2017 - 1/2018

Designer at Popspots

As the sole designer, produced iconography, prototypes, spec sheets, print, and user interface designs that helped lay the foundation of Popspots, a grocery retail startup. Set up front-end pages of the web platform to be used by a variety of users such as grocery retailers, candy vendors, and small businesses. Directed a photo and video shoot and managed video production and animations. Designed marketing materials such as emails, print fliers, and presentation decks.

Austin, TX
1/2016 - 5/2017

Product Designer at ForeFlight

Designed both web and iOS mobile experiences for an app made for personal, business, and corporate pilots. Redesigned the internal user web portal for account management. Conducted user testing and gathered feedback on designs to ensure safety of pilots using the app. Helped oversee app- and web-wide UI aesthetics and created illustrations to make flying a joy. iOS designs accounted for harsh environments, such as in conditions of glare, turbulence, and low light.

Austin, TX
10/2013 - 1/2016

Lead UX/UI Designer at Able Lending

Created user flows and detailed wireframes that laid the foundation of Able as it pivoted from its previous startup, Outbox. Conducted user research, developed rapid prototypes, and ran user testing and analysis. Worked collaboratively with other engineers and designers to ensure product is to spec. Ensured products and marketing assets were responsive and backwards compatible. Led front-end web development, created, and documented the style guide.

Austin, TX
6/2011 - 10/2013

Web Developer at T3

Developed emails, landing pages, websites, and Facebook applications for various clients including JPMorgan Chase, Windows Phone, MetroPCS, Phillips 66, UPS, Allstate, Reliant Energy, and Sprite. Mentored and onboarded intern web developers.

Notable Projects:

T3
Sole front-end developer for a newly rebranded agency website.

JPMorgan Chase
Maintained and built a variety of landing pages and email campaigns. Ensured code was built to be backwards compatible on browsers as far back as IE5.

Sprite Uncontainable Game
Sole front-end web developer for a site that featured a collaboration between Sprite and the NBA that included 9 different countries and over 40 videos.

Phillips 66 Mobile
Sole front-end web developer for the mobile version of the Phillips 66 Lubricants site.

SKILLS

Handcode HTML/CSS
Web Design & Development
Mobile App Design
Responsive Design
User Experience
User Interface Design
Wireframing
Prototyping
Interaction Design
Javascript/Jquery
Accessibility
Email Design & Development
SASS/LESS
Motion Graphics & Animations

TOOLS

Figma
Sketch
Invision
Abstract
Principle
Illustrator
InDesign
Photoshop
After Effects
Keynote
Github
Bootstrap
Mac/Windows

EDUCATION

Savannah College of Art and Design
Savannah, GA 9/2010 - 6/2011
Master of Arts in Interactive Design
4.0 GPA

Trinity University
San Antonio, TX 8/2006 - 12/2009
Bachelor of Arts. in Communication and Computer Science
3.62 GPA, cum laude honors