

Sean Lazo

Product . Interaction . Visual Designer

THEORY

Attention to detail, usability and ethnographic studies are key to producing a user-centered design. Keeping an eye on the technical aspects of a job and working through an effective creative process is important to the success of the final product.

EXPERTISE

I am a multi-disciplinary designer with direct experience in all aspects of device (mobile), web, and print. My disciplines include application architecture and interaction, visual interface (aesthetics and language), and graphic design (print and web). I am knowledgeable of the principles of design, web development (HTML coding and action-script coding), production of graphics, color theory and layout methods. Preparation and completion of various projects by conceptualization, developing, and implementing ideas for project planning. I have the ability to manage time and handle multiple tasks while meeting deadlines under high-stressed situations as well as being organized with administrative skills. My software proficiency includes: Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Macromedia Dreamweaver, Macromedia Flash, Macromedia Fireworks, QuarkXPress, Microsoft Word, Microsoft Powerpoint, and various FTP clients.

EXPERIENCE

Microsoft®

April, 2008 - Present
User Experience Designer

Experience designer that has served as both interaction and visual designer for the KIN™ Mobile and KIN™ Studio platforms. Roles include mobile concept UI design to visual language development. Led the interaction and visual direction of the Kin™ Studio, a desktop interface (management tool) for the Kin™ mobile operating system. Drove the experience and led a small team of designers through concept, design, and production.

DANGER®

February, 2006 - April, 2008
User Experience Designer

Developed the software usability, interface design, and system applications for sidekick devices. Responsible for visual aesthetic and assets of software. Created splash screens, backgrounds, icons, widgets and components. Sole interaction designer for Instant Messaging applications, Registration application, and MySpace 1.5 refresh application. Shipped: Sidekick 3, Sidekick ID, Motorola Slide, Sidekick LX, Sidekick 2008, and Sidekick LX 2009.

WINTEC

November, 2005 - February, 2006
Senior Graphic Designer

Designed and maintained the Wintec corporate website, product packaging, brochures, datasheets, tradeshow banners, and email blasts. Updated the company intranet and helped Marketing conceive, design, develop and produce creative and technical elements for web publishing and e-commerce.

MIXMELIER

December, 2004 - Present
Freelance Designer and Illustrator

Led, managed, conceptualized, and consulted various projects for external clientele. Develop frontend and backend website designs. Created flyers and posters for various social affairs, branding and logo development, company collaterals, vector illustrations, etc. Extensive client listing ranges from start-up companies to small businesses.

EDUCATION



SAN JOSÉ STATE
UNIVERSITY

San Jose State University, 2000 - 2004
BA in Design Studies, Concentration in Graphic Design

REFERENCES

Available upon request.