

background

User Experience Lead

Lifion By ADP– Greater New York City Area

-

Aug 2017 – Present

User Experience Designer

Lifion By ADP– Greater New York City Area

-

Jun 2016 – Aug 2017

User Experience Designer

Collective[i] – Greater New York City Area

-

Nov 2015 – Apr 2016

Collective intelligence is an NYC/Bay Area startup who's evolutionary sales analytics (Saas) enterprise software combines an active-learning network with intuitive data backed predictive analyses and CRM integration.

Communication Board Member - Web Chair

AIGA – Phoenix, Arizona Area

-

Sep 2014 – Sep 2015

Formed in 1989, the Arizona chapter of AIGA serves the design community within the state and augments activities of the national organization.

Interactive Designer

LaneTerralever – Phoenix, Arizona

-

Jan 2013 – June 2015

With locations in Phoenix and Denver, LaneTerralever is the region's largest full-service strategic marketing agency. Their agile approach encouraged flexible role ownership in user interactive direction, project lead / mentorship and development.

User Experience Designer & Strategy

I-Novae Studios, LLC – Greater New York City Area

-

Dec 2012 – Jun 2015

Front End Developer

Xspond Inc, Ignite XDS – Greater Ann Arbor, Michigan Area

-

Feb 2011 – Apr 2012

Education

-

Bachelor of Arts

Web Design & New Media
The Academy of Arts – CA

Interactive Communication
College for Creative Studies – MI

Leadership Skills

-

- Mentorship
- Team Work
- Efficiency
- Organization

Knowledge & Expertise

-

- Design Strategy
- User Research
- Personas / User Journeys
- Information Architecture
- User Experience
- User Interface Engineering
- Interaction Design
- Communication UI
- VR Design
- Prototyping
- Swift
- Javascript
- Design Leadership

Contact

Mobile
415-343-5131

Website
lyndzeblosser.com

Email
lyndzeblosser@gmail.com

05/24/2018

Recipient

-
Bachelor of Arts
Web Design & New Media
The Academy of Arts – CA

Hello Huge NYC

When I was a kiddo, adults would always ask “what you wanted to be?” I can honestly tell you are making the internets say “Oh shit!” wasn’t a path I had in mind. Here we are: today I submit my résumé for consideration for the position of User Experience Director in Brooklyn.

Huge has made a big impression on me over the years and after reading The Fringe Is In a case study on “multicultural” marketing in a millennial world. I was engrossed by the stance you took on the bifurcated views of marketing to “mainstream” America and how often millennials say “fuck that shit.” I think this same notion can be applied to human interaction experience, ensuring different styles resonate with each fringe user by downloading accordingly to that behavioral set. We’re on to something here, so WTF—here goes it.

You won’t find a better fit for this particular job. Por qué? Because I grew up in a state that hustles harder, followed my start-up dream to San Francisco. Failed miserably, brushed me off and headed to a place that legitimately can kill you. I’ve lead peeps out of the trenches and built intern programs with my bare hands. I stand for humble craftsmanship, technology, and champion for client success.

In closing, I’d like to give mad props to the teams on the Nike Fuelbox experience. That essay rattled my cage with UX excitement and brought me back to the good ol’ days of Chuck E. Cheese, a rad arcade establishment. What better way to encourage the value of sweat and promote a healthy lifestyle while building brand loyalty through this smart interaction campaign? I hope we get the chance to wireframe, prototype, design and write code together.

Sincerely,

Lyndze Blosser