



Adelina Buchanan

UX+UI Designer

561.389.9210
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www.leftrightb.com

Hi, I'm Adelina. I'm a UX/UI Designer who loves untangling complex problems to create simple, human-centered solutions.



Education

Certified UX Designer Course - Elvtr

Certified Usability Analyst - Human Factors International

Lynn University
Bachelor of Arts in Graphic Design

Alexander W. Dreyfoos School of the Arts
High School Diploma in Visual Arts



Software

Photoshop CC
Illustrator CC
InDesign CC
Dreamweaver CC
After Effect CC
Lightroom CC
Bridge CC



Florida Power & Light: June 2017 - Present

Lead UX/UI Designer

Currently leading multiple projects in an Agile environment with intuitive, clean, and user-centric design solutions. Working closely with journey stakeholders, product owners, architects, and developers to ensure business requirements and user needs are properly met and communicated. Maintenance and ownership of products throughout all phases of development.

Bluegreen Vacations: July 2016 - June 2017

Visual Designer & Front-End Developer

Designed and strategized emails communications to 3,000,000+ subscribers and collateral including email, style guides, websites, and print materials. Additionally, manage supplementary materials for clients including motion graphics, domain reputation, and analytics.

Deluxe Rewards: Sept 2014 - July 2016

Visual Designer & Front-End Developer

Designed and strategized emails communications to 2,000,000+ subscribers and decrease the bounce rate and poor registration and payment user experience by 12% within 6 weeks. Responsible for the entirety of the project lifetime, including competitor analysis, research, wireframing, design, and development of the fully responsive emails.

Quad Companies: Sept. 2013 - Sept. 2014

Web Designer & Front-End Developer

Redesigned the Signature Real Estate website and was responsible for the entirety of the project's lifetime, including competitor analysis, research, wireframing, design, and development of the fully responsive website. Additionally, manage supplementary materials for clients including brand guidelines, social media, photography, and print production.



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Adobe Acrobat
Adobe Scene 7
Adobe XD
Sketch + Invision
Figma + Marvel
Keynote + Powerpoint
Excel + Word
Adobe Campaign
Adobe Exp. Manager



Programming

HTML 5 + XHTML
CSS + CSS3
Wordpress
Bootstrap 3 & 4



Design

Research + Strategy
User Interface
End to End Design
Storytelling
Scenario Design
System Design
Prototyping
Wireframing
Emergency Storm Role

iHealthspot: Oct. 2012 - May. 2013

Front-End Developer

Collaborated with the Senior Designer and Developer for the development of five responsive Healthcare Industry sites through competitor analysis, web development, and A/B testing. Conduct training for variety team on handling website content management system and optimizing all cross-browsers +multi-platform compatibility.

Nextsource: Nov. 2011 - Sept. 2012

Web Designer & Front-End Developer

Working as part of a cross-functional team in an agile environment, creating a two responsive websites design. Maintenance and ownership of competitor analysis, research, wireframing, design, and development of fully responsive websites. Additionally, manage supplementary materials for clients including brand guidelines, social media, photography, and print production.

Scott Gordon Realty: June 2010 - Nov. 2011

Marketing Director

Scott Gordon Realty is a boutique luxury real estate with a large inventory of luxury homes for sale, including houses, condos, townhomes, villas, and more. Worked with national clients to create print advertisements, motion graphics, and photography in alignment with their brand guidelines. Managed a variety of vendors and maintained a production schedule with a small budget.

