



# LUCIE AGOLINI

Digital Designer and Perfection Fanatic

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## ABOUT

Hi, I'm Lucie, an Amsterdam based digital designer with a healthy addiction to moleskin sketchbooks and a penchant for making beautiful things that work well.

My strengths lie in my analytical mind and attention to detail, which see me creating both technically sound, and visually elegant solutions to complex problems.

I have experience in the full project cycle, with a background in responsive site design, iOS / Android apps, and utility tools.

Always placing high importance on research and understanding the root causes of any problem or new request, I wireframe, prototype and test my work before any design commences.

My attention to detail is excellent, and I love losing myself in the iterative tweaking of pixel perfect UI. Motivated by a love for learning and being challenged. I'm a good communicator, highly personable and a strong team player.

Coffee is my vice, yoga is my saviour, and life is beautiful when your job doesn't feel like work.

## KEY SKILLS

### WHAT I DO

- UX design
- Data analysis & research
- Wireframing & prototyping
- User testing
- UI design
- Responsive sites & apps
- Motion design
- Art direction
- Style & tech guide creation

### HOW I DO IT

- Pen and Paper
- Photoshop
- Sketch
- Illustrator
- InDesign
- InVision
- Principle for mac
- HTML & CSS

### WHY I DO IT

- Every problem has both a reason and a solution. I find great joy in discovering what they are.
- My passion for design and creativity follows me through the day and into the evening
- Working with other passionate designers never ceases to inspire me

## EXPERIENCE

### LEAD UI DESIGNER

adidas Group, Amsterdam | 2014-2016

- Lead the UI Design team to bring fresh designs to the site based on qualitative and quantitative data
- Managed the global styleguides for both adidas and Reebok
- Owned the UI Backlog - focusing on aesthetic and interaction improvements
- Worked with large groups of stakeholders to design user-focused enhancements, such as a football comparison tool, responsive product grids and optimised landing pages to the sites
- Art directed many projects, incl. two major font updates, two shoe configurators, and a mobile UI overhaul.
- Assisted the implementation of an agile set-up
- Implemented a new way of working with our design files and styleguides in order to improve efficiency and decrease time on documentation

### MID-WEIGHT DESIGNER

Digital Annexe, London | 2011-2014

- Involved in the full life cycle of each project; from concept, data analysis, planning, wireframing, prototyping and user testing, through to final UI design.
- Lead small teams on complex projects, resulting in a people and project management focused approach to my work.
- Worked as part of a team of two on the successful Mercedes-Benz Mile Tracker
- Expanded our UX offering by developing processes, delivering training and filtering best practice advice to the rest of the team.
- Idea generation and conceptualisation for new business pitches.

### FREELANCE DESIGNER

Dundee | 2009-2011

- Websites, banners and emails
- Print work, branding and wedding stationery

## EDUCATION

**First-Class Honours in Computer Animation BSc** | London Metropolitan University | 2006-2009

*Awarded: Best Undergraduate Multimedia Project* | 2008-2009