

ANDRIANA STARR

UI/UX DESIGNER • LOS ANGELES, CA • 323-553-1337

◦ DETAILS ◦

www.andriana.design
Los Angeles, CA
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◦ SKILLS ◦

UI/UX Design
Web Design
Figma
Photoshop
Sketch
After Effects
Motion Graphics
Product Design
User Research
Unity
HTML5

◦ LINKS ◦

[Portfolio](#)
[LinkedIn](#)



PROFESSIONAL SUMMARY

I'm a versatile Creative Designer with over 10 years of experience bringing ideas to life through UI/UX and visual design. I enjoy digging into user research, testing ideas, and turning insights into polished prototypes and scalable design systems that feel intuitive and engaging. I've also created everything from digital campaigns and branded visuals to animations across a variety of platforms. At the heart of my work is a love for thoughtful design, creative problem-solving, and collaborating with others to build experiences that connect with people and support real business goals.



EMPLOYMENT HISTORY

Lead UI/UX Designer at Media Well Done, Los Angeles, CA (Remote)

Nov 2020 — Feb 2026

Directed product design for web and mobile platforms, collaborating with product managers and engineers to define requirements and prioritise features. Conducted user research, usability testing, and rapid prototyping using Figma, Sketch, and InVision for concept validation and design iteration. Developed scalable design systems, high-fidelity UIs, and motion assets with After Effects and HTML5 to enhance clarity and engagement. Mentored junior designers and presented design decisions to stakeholders for timely, polished project deliveries.

- Conducted comprehensive user research to inform design strategies.
- Developed and maintained design systems to ensure consistency across products.
- Created engaging high-fidelity prototypes to facilitate stakeholder feedback.
- Mentored team members, fostering a culture of creative collaboration.

UI/UX Designer at Status Not Quo / Flannel PDX, Los Angeles, CA / Portland, OR (Remote)

Jul 2016 — Jun 2020

Designed user-centered web interfaces and responsive layouts using Sketch and Figma. Conducted user research and ideation sessions, translating findings into wireframes and prototypes. Iterated designs based on usability testing and communicated design rationale to stakeholders. Collaborated with developers for pixel-accurate implementation and produced motion assets in After Effects as needed.

- Led user research to gather insights for design improvements.
- Created wireframes and prototypes to visualise user flows.
- Ensured design consistency across all UI components.
- Maintained high attention to detail throughout design process.

Visual Designer at Revolve Agency, Los Angeles, CA (Remote)

Apr 2015 — Jun 2016

Crafted storyboards and produced animations and interactive banners with Google Web Designer. Designed web themes, social assets, and promotional graphics for clients such as FOX, Showtime, Disney, TBS, and FX. Ensured brand consistency across campaigns while delivering high-quality visuals under tight deadlines.

- Developed engaging storyboards for various multimedia projects.
- Produced interactive banners that enhanced user engagement.
- Collaborated with cross-functional teams to meet client objectives.

Game Designer at Flappy Kukla

Apr 2014

Developed a culture-based mobile game inspired by 'Flappy Bird', achieving 10,000 downloads within the Armenian community. Crafted a comprehensive Game Design Document detailing gameplay mechanics. Designed 2D characters, assets, backgrounds,

UI, and artwork, enhancing visual appeal. Assembled level building in Unity, ensuring engaging gameplay. Integrated advertisements to generate revenue effectively.

- Created game mechanics that resonated with cultural themes.
- Achieved significant community engagement through targeted marketing.
- Collaborated with artists to enhance game graphics.
- Optimised ad placements for improved monetisation.

Character Artist & Asset Design at Game Wizards, Los Angeles, CA

Mar 2013 — Dec 2013

Designed 2D characters and game assets for various video game projects. Modelled, textured, and rigged 3D characters and assets. Constructed immersive levels using Unity and Unreal Engine.

- Created visually appealing 2D and 3D assets that enhanced gameplay experience.
- Collaborated with teams to ensure asset integration met project requirements.
- Optimised assets for performance without sacrificing quality.

Junior Web Designer at PC Medics 911, Los Angeles, CA

Aug 2010 — Jan 2014

Designed wireframes and visual mockups in Photoshop. Developed front-end websites using HTML, CSS, and WordPress for diverse clients including eCommerce and informational sites. Enhanced site usability and load performance through clean markup and responsive design, driving improved conversion rates and client satisfaction.

- Crafted responsive designs that elevated user experience.
- Optimised website performance to reduce load times.
- Collaborated with clients to align designs with brand goals.



EDUCATION



B.S., Game Art and Design, Art Institute of California - Los Angeles, Los Angeles

Apr 2009 — Dec 2013