

HILDA LESTRANGE

PRODUCT DESIGNER

I have a passion for creating delightful experiences that simultaneously look great, fulfill a customer's need, and solve a business problem. It's my belief that great design is one of the most powerful tools a business can have.



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EXPERIENCE

- Jan 2016 - Present** ● **Product Designer, CarMax**
As a Product Designer, I function as part of a product team that discovers and creates innovative solutions for both customers and associates. This process includes conducting user research, creating prototypes, and generating experiments in order to design useful and delightful digital experiences.
- Jun 2013 - Jan 2016** ● **UI/UX Designer, Unboxed Technology**
Worked within product teams to create enterprise software applications focused on training and retail. Conducted usability testing, created wireframes, prototypes, polished design mock-ups and style guides. Collaborated closely with Product Managers, Software Engineers, and QA from beginning to end stages of each product.
- Feb 2013 - May 2013** ● **Graphic Design Intern, Red Orange Design**
Worked under the creative direction of the Senior Designer to create wedding invitations, logos, magazine layouts, and illustrations.
- Dec 2012 - Mar 2013** ● **Graphic Design Independent Study, VCUarts**
Collaborated with the VCU design and marketing team to create an infographic showcasing Richmond's entrepreneurial community.
- May 2012 - Aug 2012** ● **Creative Intern, Team Eight**
Completed individual projects and collaborated with other designers to create websites, client presentations, and event posters for musicians in the Richmond area.

TOOLS



Sketch



InVision



Illustrator



Photoshop



InDesign



Pencil/Paper



HTML/CSS

EDUCATION

- Oct 2015 - Dec 2015** ● **Front End Web Development Course, General Assembly**
Learned HTML5, CSS3, jQuery, Bootstrap, and GitHub
- 2011 - 2013** ● **Bachelor of Fine Arts, Virginia Commonwealth University**
Graduated summa cum laude with a BFA in Communication Arts

ACCOMPLISHMENTS

- 2013 - 2015** ● **Co-Vice President for AIGA Richmond**
Worked alongside fellow board members to coordinate and promote non-profit, design-centric events and lectures throughout the city of Richmond.
- 2013** ● **Published in CMYK Magazine in Top 100 New Creatives**
For the illustration titled "Intoxication"
- 2013** ● **Best in Category for Student Design in AIGA GRADE 7**
For the book cover design for Beowulf