

LAINIEY K. HOLLOCK

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Designer with a decade plus of experience focused on information architecture, design systems, and accessibility. Experienced in handling multiple complex projects end-to-end simultaneously.

PROFESSIONAL EXPERIENCE

Senior Designer

2023 – 2024

Orbital Intelligence

- Spearheaded WCAG 2.1 compliance checks for PDFs, ensuring a seamless user experience for assistive technology users and promoting overall product inclusivity
- Increased digital sales by 10% through user-centered design with a focus on WCAG compliance and inclusive user experience for users with disabilities
- Improved layout efficiency and user experience by 20% through information architecture best practices, creating a more intuitive and findable information structure

Senior Art Director

2018 – 2023

Avalere Health

- Owned end-to-end human-centric design process for 300+ projects, leading collaboration with devs and stakeholders to guarantee successful implementation, WCAG compliance and optimal inclusive user experience
- Drove a 67% user engagement gain by launching a patient-focused website on time and budget, prioritizing user needs and iterative design
- Achieved an 80% reduction in mockup creation time and a 50% boost in developer collaboration by spearheading the development of a design system

Senior Digital Designer

2016 – 2018

Devon International Group

- Designed and iterated on website features, driving a 20% increase in user engagement and a significant uplift in page views and sales metrics
- Led the creation and evolution of 5 distinct in-house brands, ensuring seamless user experience across multiple digital platforms through user-centered design principles

Digital Designer

2014 – 2016

Rowhouse Media

- Developed e-commerce solutions, enhancing user engagement by 12% through intuitive interaction design and seamless navigation
- Enhanced user experience for complex data-heavy documents by crafting an information architecture that facilitated easy navigation in both digital and physical formats
- Partnered with clients to develop WCAG compliant templates and content, implementing best practices through sensitivity reader reviews and screen reader testing

EDUCATION

Certification in HCI, Accessibility, Design Systems, AI, UX

2023

The Interaction Design Foundation

Bachelor of Fine Arts, Graphic Design

2013

The University of the Arts

SKILLS & TOOLS

Figma, Adobe Creative Suite, design systems, visual design, information architecture, interaction design, accessibility, wireframing, prototyping, HTML, CSS, JS, strategy roadmapping
Empathy, collaboration, adaptability, presentation and communication, continuous learning, analytical thinking, product management, complex problem-solving