

ZARA LANE

I am a Digital Designer with specialties in UI/UX, Graphic Design, and Illustration. With a proven track record of working to customer briefs, I am a hardworking student who is continuously trying to improve her skills and deliver an excellent finished product. Determined to always be reliable and committed to any task, bring positivity to a team, and put all my efforts into my work to achieve something I am proud of!

WORK EXPERIENCE

Operator and Moderator, Lost Horizon Hosted by Sansar Studios (Dec 2020)

My position was to operate "Party in a Box" for various events. This job role was to manage the lighting and effects for the dancefloors, matching the mood and energy level of the music venue. I also worked as a moderator; the responsibility was to ensure the venue was a safe, healthy environment for every user in the server.

Graphic Designer, BAFP University of Portsmouth (Nov 2020)

Portsmouth university students commissioned me to create a poster for their final year grad film, "What Happened to the Goldfish?" The team were "amazed" with the poster I designed.

UI Designer, University of Gloucestershire's Media Festival Website (Nov 2019)

Worked in a small team to renovate the Media Festival website to create a user-friendly experience, whilst matching the University's branding. Conducted design research, produced wireframes to create a successful finished website that was advertised to an international audience.

Campaign Designer, Historic England (Feb 2018)

Created a successful poster campaign to create awareness for local communities to regenerate historical high streets.

Campaign Designer, HyperX (Mar 2018)

Briefed by HyperX, I worked in a team project, to create and present a successful social media campaign to promote Hyper X's new RGB keyboard and gaming headsets. Hyper X's representative was impressed with our use of interactive and transmedia experience.

PROJECTS

UI/UX designer, ExploreFinder (Mar 2020)

Developed and designed my own conceptual travelling app to encourage young people to travel. Conducted user and design research, wireframes, icons, and motion graphics to produce a finalised design.

Graphic designer & Photographer, Sgt. Magazine (April 2019)

Collaborated with two other members to create a fully digital and printed Magazine. Researched, designed, and photographed posters to advertise Sgt.

EMPLOYMENT

Tk Maxx (2017- present)

- Customer service and communication
- Teamwork
- Working well under time pressure

HOBBIES & INTERESTS

During my spare time, I enjoy photography, designing, and travelling, recently going to Italy, France, and South Korea, whose language I am learning. I always keep up to date with the latest media trends, design, and software!

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EDUCATION

University of Gloucestershire (2018-2021)

BA (Hons) Digital Media.
Predicted 2:1.

Modules include: Web and App Design, Graphic Design, Sound Practices, photography, and videography.

During my education, I have created my own app, zine, and a short documentary on a local drag-queen.

Chosen Hill School (2011-2018)

A-levels: Fine Art, Media Studies and Photography.

5 GCSEs including English language and English literature.

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe Premiere Pro

Adobe XD

Figma

Mockflow

UX/UI

User Research

Web Design

Illustration

WordPress

Microsoft Office

References Available
Upon Request