

Lane Lieberman

Contact

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lanelieberman.com

Education

Savannah College of Art and Design, Savannah, GA

SEPT 2023 - MAY 2024

Master of Arts in Service Design - GPA 4.0

Graduate Fellow: Represented Service Design Program, Led tours, Engaged with Prospective Students

SEPT 2020 - MAY 2023

Bachelor of Arts in Graphic Design - GPA 3.92

Minor in Advertising and Branding

SCAD Women's Soccer, Sun-Conference All-Conference & All-Academic Honoree, SCAD FLUX (Future Leaders of UX), Study Abroad Creative Business Intensive

SEPT 2016 - MAY 2020

Bethesda Chevy-Chase High School - GPA 3.84

National Honors Society, AP Scholar Award, Varsity Soccer, Varsity Gymnastics, Certificate of Meritorious Service

Experience

FALL 2024

CBS Sports x SCAD PRO. - Service Design Lead

JUNE 2024 - JULY 2024

Seven Letter Labs, Washington, D.C. - Visual Design Intern

- Produced graphics for print and web for over 8 external clients over 2 months
- Collaborated with internal and external clients to follow briefs and deliver advertisements in a timely manner

JUNE 2023 - AUG 2023

Jarman International, Tokyo, Japan - UX Design Intern

- Redesigned a client's website, enhancing accessibility for international audiences and tourists visiting Japan
- Conducted 5+ interviews with Japanese business consultants and updated their profiles on the website
- Created targeted social media content, boosting international audience engagement by over 20% over three months

JUNE 2022 - AUG 2022

Throughline, Inc., Washington, D.C. - Design Strategy Intern

- Conducted user research, built wireframes, created prototypes, and performed user testing to develop new features for Throughline's internal website
- Collaborated with a cross-functional team to design a toolkit dealing with equity and accessibility for the Department of Labor Unemployment Services

MAY 2021 - AUG 2021

Fiona Nail Lounge, Rockville, MD - Advertising Strategist

- Took initiative to start and manage social media, boosting follower count and engagement
- Rebranded website and created advertisements, attracting new clients

Skills

Research

Journey mapping
Contextual research
Service blueprinting
Ecosystem mapping
Workshop facilitation
A/B testing

Design

Wire-framing
Prototyping
User interface design
Information architecture
Design systems
Branding & logo design
Motion Graphics
Video editing

Tools

Figma/Figjam
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Microsoft Excel
Miro
Coda.io