

LETTIE TOHA

Product designer



CONTACT



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From my experience working in a design agency and also as an in-house designer, I'm bringing my expertise in product development, user experience and visual design. More often than not, starting projects from the ground up and seeing them through the finish line while being the only designer. I believe my past professional experiences prepared me to be an emphatic, collaborative, hands-on designer who is also perceptive and competent.

SKILLS

Product Development	Branding
User Research	Graphic Design
Rapid Prototyping	Vector Illustration
Usability Testing	Motion Graphic
Wireframing	Layout Publication
User Interface	Real Estate Marketing

Software skills:

Figma, Adobe XD, InVision, Maze, InDesign, Illustrator, Photoshop, After Effects, Microsoft Office

EXPERIENCE

2021

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2017

In-House Visual Designer

Neil Walter Company

As the in-house designer I handled everything from creating marketing collaterals from designing individual property websites, brochures, email newsletter content, property signs, presentation boards, pitch decks to maintaining the company website. I was also tasked in redesigning the company's website and creating a search feature for all property listings NWC has.

2017

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2015

Graphic Designer

National Color

Worked to create multi-page marketing booklet called offering memorandums. Was assigned clients and worked with representatives from CBRE, Cushman & Wakefield and other national firms. Design specifics include layout design, infographics, site plans, floor plans, photo editing and mapping.

EDUCATION

2021

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2020

UX Academy Design Certificate

DesignLab

Completed 450+ hours of intensive remote ux coursework
(Research, Define, Design, Test)

2020

Interaction Design Foundation

DesignLab

Introductory courses into the world of UX/UI design. Basic design thinking and research process concepts

2016

Bachelor of Fine Arts -

Graphic and Web Design

The Art Institute of Seattle