LANCE VEITCH

Visual / UX Design

EXPERIENCE

Citi

User Experience Design Lead *2014 - Present*
Senior User Experience Designer *2011 - 2014*
Interaction Design Lead *2009 - 2011*
Senior Interaction Designer *2006 - 2009*
Interaction Designer *2004 - 2006*

Provide user experience and design expertise on large scale projects. Act as mentor and thought leader to other members of the design and greater creative teams. Offer oversight to further business goals and objectives, while maintaining focus on optimal customer experience.

Freelance

Interactive/Graphic Designer, Illustrator, Design Consultant *2001 - Present*

Have and continue to provide creative solutions for a variety of clients, specializing in web & print media.

The Boardwalk Group

Art Director *2003*

Produced work in both print and web media, managed the projects and workflow, met directly with clients.

Fierce Graphics

Graphic Designer *2001 - 2002*

Developed self-promotional material, managed projects and workflow, handled pre-press and output of clients material, and worked with clients one-on-one to find appropriate design solutions.

Florida Times-Union

Graphic Designer *1999 - 2001*

Produced booklets, flyers and ads from concept to print, designed collateral to sell ads to potential advertisers, and developed graphics for trade show booths.

City of Jacksonville

Graphic Design Intern *1999*

Worked with in-house design department to produce various printed materials including brochures, logos, posters and letterheads.

EDUCATION

University of North Florida

Bachelors of Fine Arts, Graphic Design/Photography
1994-1999

Human Factors International

How to Design for the Big: User-Centric Innovation & Strategy
2010

User Centered Analysis & Conceptual Design and Practical Usability Testing
2006

CONTACT

lance.veitch@gmail.com
(904) 502-8090

PORTFOLIO

www.lanceveitch.com