



Jana Marie Soroczak

Senior User Experience, Interaction, and Graphic Designer

✉ hello@imagelanguage.com  www.imagelanguage.com



Skills

- Interaction design
- User experience design
- Graphic design
- User research
- Frontend development

Tools

- Adobe Creative Suite
- Sketch
- InVision, Marvel
- HTML/CSS/JS
- WordPress

About Me

Senior UX Designer

Haiku Learning | remote | 2014-2016

Researched, conceptualized, wireframed, designed, user tested and helped launch features for lessons creation, lessons objectives, and rubrics.

Researched, conceptualized and designed proposed features for a predictive learning analytics dashboard, global search, and a resources library.

Improved and expanded their iPad app's features, including Grades; as well as an iPhone app.

Incorporated user research and usability testing and analysis into development cycles.

Trained developers and QA to develop and test for WCAG 2.0 accessibility compliance.

Lead UX/UI Designer

Flightfox | remote | 2013-2014

Researched, designed, tested and launched features for trip dashboards, flight comparisons, an expert-to-customer messaging system, and packaged flight deals.

Overhauled the marketing site's design and branding, and improved the homepage and sign up conversions.

Senior Designer

Sean Oakes Studio | Brooklyn | 2010-2012

Interaction and graphic design for companies including Scholastic, Volly, NYU Medical, Audi, and Wyndham.

Design Philosophy

To create universally accessible, human-centered digital products and services that satisfy and delight their users.

Creative Director

Image+Language | New York City | 1999-present

As a one-woman design studio, I've had the pleasure of working with a wide range of companies and clients, spanning industries.

Beginning in 1999, my primary focus was on projects incorporating branding/logo design, styleguide creation and expansion of existing brands, print pieces such as posters, business cards, album artwork, brochures, magazines, signage, food packaging, and annual reports.

From 2003 onwards, my focus turned to designing websites, minisites, web-based applications, intranets, Flash sites, and digital marketing campaigns, including infographics, HTML emails, promotional graphics, and ad banners (static, animated, and interactive.) I've also developed and maintained HTML/CSS/JS sites, and customized WordPress themes.

Freelanced for a number of marketing and advertising agencies in New York City, including RMG (now JWT), Organic, 22Clicks, Atmosphere BBDO, Avenue A Razorfish, and MRM//McCann.

Worked on projects for well-known companies such as Consumer Reports, Jeep, Universal Orlando, AOL, Goya, Bank of America, and Citibank, as well as projects for non-profits and cause-based for-profits, in addition to projects for startups and entrepreneurs.

Education

UX Certification: Nielsen Norman Group

Two years study at the International Center of Photography

Self-taught in design and development (autodidactic)