

# Mae Horak

Designer and Developer

Applying for UI/UX and Frontend Developer Roles



## Skills

### Technical Skills

Blender - Bootstrap - Canva - C++ - CSS - Figma  
Git - Google Suite - HTML - Illustrator - InDesign  
Javascript - Jupyter Notebook - Miro - Machine  
Learning - Mobile-First Design - Open Frameworks  
- Photoshop - Premiere Pro - Prototyping - Python  
PyCharm & Kivy - Structuring Scalable Code - Testing  
- UI/UX Design - User Research - Visual Design  
Wireframes - Wix

### Soft Skills

Adaptability - Attention to Detail - Collaboration  
Creative Thinking - Customer Service - Interpersonal  
Skills - Project Management



## Projects

**"Synesthetic Composition"** Masters dissertation creating a software application that analyses live music and generates corresponding visuals.

**"The Taiga"** Multimedia project involving costume design, fine art photography and illustration culminating in a runway fashion show and self-published book.

**"EndGame"** Prototype of a surrealist video game.

**"Pop-up Smash Pro"** Interactive game using a projector screen connected with conductive materials to a Processing sketch. Shown at Portals of Perception, London, UK



portfolio:  
[maehorak.design](https://maehorak.design)

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## Experience

### Digital Experience Specialist 9/2018 - 9/2022

Richline Digital, Boston MA

- Re-built homepage and major landing pages to enhance accessibility, responsiveness, and optimize SEO performance.
- Collaborated across multidisciplinary teams to ensure the UI/UX design of the website ensuring usability for the 55% mobile user base
- Implemented Bootstrap templates to streamline and improve the efficiency of updating website elements decreasing time by 40%.
- Integrated compelling customer narratives into brand messaging and the web experience.
- Managed the transition from Salesforce to Zendesk CRMs, actively participating in onboarding new employees while maintaining at 95% positive customer rating.
- Re-designed the email campaign associated with purchases to enhance engagement, education and communication.
- Directed a photoshoot to align with the re-brand, fostering a more inclusive and personalized brand image.
- Facilitated effective communication between creative and engineering teams.

### Head of Visuals and Technology 6/2020 - present

Off Hand Co., Wimberly, TX (remote)

- Designed and maintained website with constant updates for new projects. The re-design resulted in a 200% increase in Average Session Duration and a doubling of Pages per Session.
- Proficiently overseeing the production of short films, including scheduling, budgeting, pre-production, and organizational aspects using google sheets, docs and calendar.
- Prioritized inclusivity by actively promoting under-represented identities in various production roles across all films.
- Consistently maintained Patreon page, ensuring 80-100% of funding for all projects.
- Hosted streamed live events and executed a comprehensive email and social media campaign to grow Patreon audience by 300%.
- Cultivating a collaborative and inclusive team environment.
- Film editing in Premiere Pro, score composition in Logic Pro.



## Education

**Masters of Science (MSc) Creative Computing 2023**  
UAL London Creative Computing Institute (First Class Honors, GPA 4.0)

**Bachelor of Arts (BA) Fashion & Design 2023**  
UAL London Creative Computing Institute (GPA 3.4)

**Harvard Extension** Intensive Introduction to Computer Science

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