

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

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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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