

# Lenton Love Alston III

## Experience Designer / Key Blade Master

### Objective

"As a practitioner of User Experience, I strive to design digital experiences that are user centric, functional, and immersive. My goal is to tell delightful stories that connect people with the brands they love."

### Work Experience

#### **360i : Sr. UX Architect**

- New York, NY : 07/15 - Current
- Responsibilities include User Research, Information Architecture, Prototyping, Hi & Lo-fi Wireframing , Analytics Analysis and Interaction Design.
- Awards: Silver Lion, Bronze Lion, Silver Pencil (Canon Photo Coach)

#### **Sapient Nitro : Experience Designer**

- Arlington, VA : 07/14-07/15
- Responsibilities included designing large scale web applications and omni-channel experiences.

### Education

#### **VCU Brandcenter**

- Richmond, VA : 08/12-05/14
- M.S. in Business with a concentration in Creative Branding and Technology.

#### **Virginia Commonwealth University**

- Richmond, VA : 08/08-05/12

### Skills`

#### **Software Experience**

- Illustrator, InDesign, Photoshop, Invision, Sketch

#### **Industry Experience**

- UX Design, Digital Strategy, User Research, Prototyping, Illustration