LYDIAPOWERS.COM   LYDIAPOWERS.DESIGN@GMAIL.COM   (757) 572-9121

LYDIA POWERS

Visual Designer and Creator of Interactive Experiences

A Graphic Designer with a traditional background, who has successfully transition into the field of User Interaction Design. Possessing a strong foundation in design principles and typography, who brings both digital design expertise and a proven track record of work. Passionate about navigating the intricacies of design implementation within broader sets of requirements and constraints, collaborative efforts with developers to achieve optimal design outcomes.

EDUCATION

B.F.A. DEGREE

Graphic Design

James Madison University

M.F.A. DEGREE

Interaction Design

Rochester Institute of Technology

SKILLS

Expertise

Visual Design
Usability Design
Information Architecture
Communication
Big Picture Thinking

Technical

Adobe Creative Suite
Sketch | Figma
Zeplin | Invision
Programming familiarity
Microsoft 365

CERTIFICATIONS

IDEO.org

Human Centered Design 101

PATENTS

Retail Photo Order Production and Workflow Managment Ssytem and Methods of Use

US11,070,684, December 2022
US-20220417368, Pending

EXPERIENCE

OCT 2015 – MAY 2023 | KODAK ALARIS | ROCHESTER, NY

Design Director, Retail, Kodak Moments

- Responsible for overseeing design-related aspects pertaining to multiple software applications with the retail-facing group. Collaborated closely with a diverse team, including Senior UX Designers, Usability Testing lab, Product Owners, Project Managers, Developers, QA, Image Scientists, the Marketing team, and many other talented professionals, ensuring seamless coordination and successful project outcomes.

SEPT 2013 – OCT 2015 | KODAK ALARIS | ROCHESTER, NY

Visual UI Designer, Kodak Moments

- Collaborated closely with UX manager, UX designers, other UI designers and development teams to design and implement screens, flows, icons, product assets and new products designs for kiosk, mobile, tablet and web applications, while maintaining a consistent design language across platforms. One notable project involved implementing an orientation change and a new design "system" for our mobile app.

JULY 2012 – SEPT 2013 | EASTMAN KODAK | ROCHESTER, NY

Visual UI Designer

- Collaborated closely with Senior UX Designer to deliver design assets and specifications for a web interface for the Kodak Picture Kiosk and a retail web presence for Kodak Photo Products.

MAY 2010 – NOV 2010 | EASTMAN KODAK | ROCHESTER, NY

Interaction Design Intern, DCDUX

- Involved in the end-to-end process of creating and re-branding camera-to-computer bridging software, from concept to the final product. Also contributed to the design concepts for a desktop/web application for photo organization and editing.

MAY 2004 – JULY 2007 | COBURN DESIGN | AUBURN, NY

Graphic Designer to Lead Designer

- Creator of design projects, print and digital, from start to finish. Worked with design team and clients directly as well as interns and new hires. Completed analysis of client needs before design recommendations made.