

LIANNE PARRAGA

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PROFESSIONAL SUMMARY

Hybrid UX & Visual Designer with strengths in layout design, information architecture, visual storytelling, and user-centered composition. Experienced in digital and print design, branding, photography, and content organization, with working knowledge of UX methods including user research, usability testing, wireframing, and prototyping. Currently completing the Google UX Design Certificate and building foundational skills in Figma and responsive design. Quick learner with a structured, intuitive design approach.

CORE SKILLS

Experienced In: Information Architecture · Visual Hierarchy · Layout Design · Branding · Composition · Digital & Print Design · Photography · Storytelling · Content Organization

Working Knowledge of: User Research · Usability Testing · Wireframing · Prototyping · Interaction Design · Inclusive Design · Screen Reader Testing · User Journey Mapping · Persona Creation · Design Thinking

Familiar With: Figma · Accessibility Principles · UX Documentation

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Express) · Canva · MS Word · UpNote · AutoCAD · Revit · SketchUp · Rhino · 3DS Max · Pinterest

PROFESSIONAL EXPERIENCE

Freelance Digital Product Designer

5th Element Studios | 2025-Present

- Designed and launched a modular, expandable digital journal using intuitive layout design and structured information architecture.
- Built consistent visual systems and templates for 10+ herbs, applying hierarchy and scannable content patterns.
- Conducted informal user research and usability testing to refine clarity, readability, and printing efficiency.
- Managed branding, digital assets, customer communication, and online shop operations.

Freelance Graphic Designer & Photographer

Self-employed | 2025-Present

- Created social media graphics, marketing materials, postcards, and promotional content for small businesses.
- Designed business documents including client forms, receipts, punch cards, and workshop materials.
- Provided photography for workshops, events, and marketing campaigns.
- Supported brand identity development through visual storytelling and consistent design systems.

PROJECTS

The Herbalist's Journal – UX + Visual Design Case Study

See attached project sheet for full overview.

- Developed a repeatable four-page layout system using structured hierarchy and intuitive information grouping.
- Applied UX methods including user research, information architecture, and iterative refinement.
- Demonstrated strengths in layout design, visual hierarchy, content organization, and product thinking.

ADDITIONAL EXPERIENCE

Service Department Associate

H-E-B • 2022-Present | 2025-Present

- Applied customer experience principles to resolve inquiries and support high-volume workflows.
- Trained new team members using clear communication and structured onboarding.

Remote Transcriptionist

Aquent (Contracted to ExxonMobil) | 2019-2020

- Transcribed user interviews and corporate meetings with high accuracy, supporting research and documentation workflows.
- Strengthened skills in information organization, pattern recognition, and detail-oriented content processing.

Assistant Store Manager

Nadeau Furniture | 2016-2018

- Designed and executed visual merchandising layouts based on customer flow and aesthetic cohesion.
- Analyzed customer behavior to optimize store layout and product placement.

Leasing Agent

Amritta Apartments | 2016

- Guided prospective residents through tours and application processes.
- Managed documentation, payments, and renewals with accuracy and professionalism.

Manager and Graphic Designer

Impact Automotive | 2015-2016

- Created marketing graphics and digital assets aligned with brand identity and customer needs.
- Coordinated vendor relationships and event support.

EDUCATION

Google – UX/UI Design Professional Certificate (In Progress)

Houston Community College – B.A. Graphic Design (In Progress)

ITT Technical Institute – A.A. Drafting & Design, Salutatorian (2012-2014)

LANGUAGES

English (Fluent) | Spanish (Fluent) | Tagalog (Proficient) | Hebrew (Proficient)

PROJECT SHEET

PROJECT OVERVIEW

The Herbalist's Journal is a modular, expandable Materia Medica designed to help beginners access structured herbal knowledge through clear hierarchy, intuitive layout, and warm visual design. The project blends UX thinking with visual design, illustration, and information architecture to create a system that is both educational and approachable.

MY ROLE

UX Research · Information Architecture · Visual Design · Layout Design · Illustration · Content Organization · Product Thinking

THE PROBLEM

Beginners often struggle to find herbal information that is organized, credible, and easy to understand. Existing resources are scattered, inconsistent, and visually overwhelming, making it difficult to learn or retain information.

THE SOLUTION

A structured four-page system for each herb — illustration, profile, notes, and recipes — designed to reduce cognitive load, support learning, and create a repeatable, scannable pattern. Visual hierarchy, consistent layout, and clear information grouping make the content accessible and intuitive.

PROCESS HIGHLIGHTS

- Conducted informal user research to identify pain points around readability, ink usage, and content organization.
- Designed a repeatable four-page layout system with consistent hierarchy and scannable sections.
- Applied information architecture to organize 10+ herbs into predictable, user-friendly formats.
- Created visual systems including typography, color palettes, and iconography.
- Iterated based on usability feedback to improve clarity, spacing, and printing efficiency.
- Balanced aesthetic warmth with functional structure to support both learning and personalization.

OUTCOME

A visually cohesive, user-centered journal that supports beginners and enthusiasts through structured information, intuitive layout, and flexible note/recipe pages. The system has potential to evolve into a digital app or expanded printed editions.

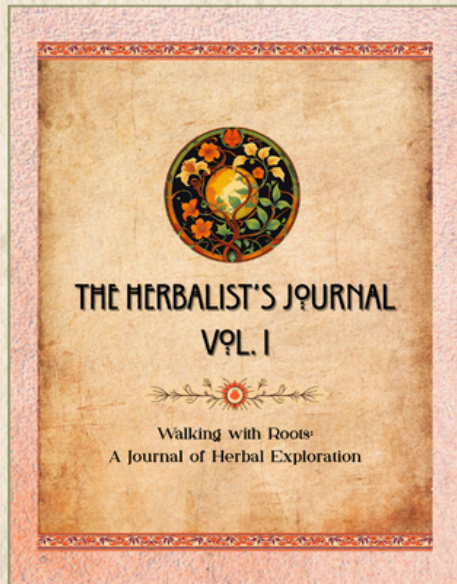
SKILLS USED

Information Architecture · Visual Hierarchy · Layout Design · User Research · Usability Testing · Interaction Design · Inclusive Design · Illustration · Prototyping

TOOLS USED

Canva · Adobe Creative Suite · MS Word · UpNote · Pinterest

VISUALS



ITC WILL?W

Used for the front cover title and the section titles on the Profile page.

Essays 1743

Used for the body text.

Kuchek

Used for the front cover sub-title, the Creator's Note, Disclaimer, and Introduction pages.

Anaktoria

Used for the herb name as the title for the profile page, as well as the Notes and Recipes pages.

