

# LOCHANA CHOORAMUN

Fremont, CA • 206.669.3192 • lchooramun@gmail.com • linkedin.com/in/lchoor • lochanadesigns.com

## GRAPHIC & UX DESIGNER

With 9 years of experience in UX design, multimedia art, and project management, I have spearheaded the creation of interactive user experiences and prototypes for major theme park applications. My skills include wireframing, prototyping, and UI design. I have successfully managed and delivered seamless video wall experiences for MNCs.

## SKILLS

**UI/UX DESIGN:** ADOBE XD, APPSPACE, CANVA, FIGMA, INVISION APP, PIXATE, SKETCH, SKETCH

**DESIGN:** AFTER EFFECTS, ILLUSTRATOR, INDESIGN, PHOTOROOM, SKETCH UP, USERFUL

**TOOLS:** AGILE/ASANA/JIRA, AXURE, BRAND/IDENTITY, DESIGN STRATEGY, INTERACTIVE DESIGN, PROTOTYPE, VISUAL DESIGN, WIREFRAME

## WORK EXPERIENCE

### Freelance

05/2019 – Present

### UX and Graphic Designer

Fremont, CA

- Designed and prototyped PeakCade, a mobile app that enables arcade players to scan QR codes on cabinets for instant high-score submission, real-time leaderboard tracking, and gamified challenges, enhancing user engagement through seamless physical-to-digital interaction.
- Developed PeakABoo, an in-app AI assistant with a playful, arcade-inspired personality, providing contextual guidance (score troubleshooting, venue discovery, friend challenges) via natural chat and quick-reply chips, improving usability and retention without disrupting core app flow.
- Prototyped a conceptual mobile app design focusing on buddy evolution, with Bluetooth-triggered capture, dynamic inventory, and cinematic sequences; showcased via high-fidelity wireframes and interactive prototypes
- Produced surrealism canvas paintings and select collaborative multimedia installations that blended dreamlike visuals, unexpected juxtapositions, and immersive elements

### NBC Universal Orlando Creative

09/2018 – 05/2019

### UX Designer

Orlando, FL

- Prototyped wireframes and grey box ideations for a new Universal Play™ mobile application. Created a Pitch Deck presentation to fund the app development.
- Designed an Arduino system for a functional two-button game for Transformers and Men in Black inside queue lines in collaboration with engineers and researchers
- Mocked-up wireframes and multiple screen options for The Daily Prophet MadLibs for waiting lines in the Harry Potter 4D ride experience.

### ASI | Sign Systems

03/2017 – 03/2018

### UX Designer & Project Manager

Irving, TX

- Led projects for a multinational credit card corporation, to create the UI for interactive screens, including a multitouch video wall for employees and visitors
- Designed and delivered interactive applications at renowned children's hospitals to facilitate wayfinding, providing patient and doctor details, and other hospital information.
- Created wireframes and storyboards for a multitouch interactive screen to provide easy access of information for pilot training purposes of the Boeing 777 for an airline company

**Lennox International Inc.****02/2016 – 12/2016****UX Designer****Richardson, TX**

- Designed and managed multiple design projects for print, e-mail, website, and TV for marketing and advertising.
- Collaborated with cross-functional teams to create a cohesive design strategy, improving overall user experience and brand consistency across digital platforms.

**The University of Texas At Dallas****02/2015 – 02/2016****UX Designer****Richardson, TX**

- Developed mobile application wireframes for self-guided campus tours, enhancing user navigation and engagement within 3 months.
- Led the redesign of multiple marketing materials, resulting in a streamlined user journey and increased customer interaction without compromising brand identity.

**CERTIFICATIONS****UX Design Process: Empathize, Define, and Ideate**

01/2026 – 02/2026

Google

**UX Design Process: Empathize, Define, and Ideate**

01/2026 – 02/2026

Google

**Conduct UX Research and Test Early Concepts**

01/2026 – 02/2026

Google

**Foundations of User Experience (UX) Design**

01/2026 – 02/2026

Google

**Create High-Fidelity Designs and Prototypes in Figma**

01/2026 – 02/2026

Google

**EDUCATION****Executive- MBA in Marketing Management**

University of The Cumberlandands

KY • 05/2018 – 05/2021

**Arts and Technology in UX Design, M.F.A in UX Design**

The University of Texas at Dallas

TX • 05/2014 – 12/2016

**Multimedia and Animation, M.S in Multimedia and Animation**

Punjab Technical University

India • 04/2010 – 05/2012

**Applied Art, B.V.A in Graphic Design**

Bangalore University

India • 08/2006 – 04/2010

**VOLUNTEERING & LEADERSHIP****Exchange It**

Event Cordinator

07/2025 – Present

Fremont, CA

Event Planning & Execution, Budget Management, Logistics & On-Site Coordination, Hybrid/Virtual Event Tech (FaceTime and Zoom), Attendee Experience Design, Post-Event Analytics, Sustainable Event Practices.