



Larry Armstrong

Product Designer for Web, Mobile, and Interactive Media

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PERSONAL SUMMARY

I have been designing digital products for over 25 years, and it never gets boring! From SaaS applications, to mobile apps, to large government projects, I am always ready for a new challenge. In addition to UX design, I love animation, illustration, coding, and constantly working to learn how to use the latest technology to make users' lives better!

WORK HISTORY

TechTrend Inc., Fairfax VA

UX Designer 2023 - PRESENT

Desktop and mobile applications for US Government, including:

- Worked through the entire lifecycle of a nationwide mapping service for Forest Service trail management, including design sprints, user-testing, prototyping, custom icon and symbology creation. Worked directly with ESRI toolset and Microsoft Power Platform to assist in development of final product. Streamlined the complexity and enhanced the usability of the previous product, leading to wider adoption.
- Led redesign of project comment collection and analysis application with thousands of users. By simplifying the UI and adding time-saving AI features we were able to create a much more usable product, while also streamlining the data fields to nationally defined standards.
- As design lead for AI Innovation team, created multiple proof-of-concept applications exploring AI use-cases for the US Government, including targeted chat bots, resume analysis tools, forest fire mapping trackers, and OCR tools for data extraction from invoices.

The Neat Company, Philadelphia, PA

UX Designer 2012 - 2023

UI and UX design for mobile, desktop application, website & e-commerce buy flow:

- Designed, prototyped, tested, and launched new features for Neat's flagship SaaS application, including bank integration, invoice and receipt reconciliation, and document combining/separating
- Managed design system / library and asset handoffs to development
- Built high and low fidelity comps, interactive prototypes, and walkthrough videos defining complex user flows for desktop application and mobile (iOS and Android)
- Validated user needs using A/B testing, surveys, tests, and watching active users
- Designed and developed banner ads, emails, and web content for marketing efforts
- Assist development with programming for app and website

The Mighty Engine, Philadelphia, PA

Interactive Designer/Developer 2006 - 2012

Created websites, motion graphics, and other interactive media from concept to final delivery, including: Interactive e-card generator for Philadelphia Zoo, Website and interactive map for Navy Yard at Philadelphia, Website, digital banners and animations for Philadelphia Marathon

Hypno Design, Moorestown NJ

Interactive Designer/Developer 2003 - 2006

Assisted with design and production of several client projects, including: E-commerce shopping cart for Timberland Wood Shutters, Illustrations and interactive games for company promotion, Interactive kiosks

Creative Visual Images, Voorhees NJ

Interactive Designer/Developer 1997 - 2006

Websites, games, motion graphics, videos, interactive media from concept to final delivery: Interactive golf trip planner for Myrtle Beach Golf Holiday, Website design and production for TaylorMade Golf, Interactive schedule for Philadelphia 76ers

EDUCATION

Rowan College at Burlington County, NJ

AAS in Computer Graphics & Multimedia 1997

CERTIFICATIONS

- **UX Design Certification**
Google/Coursera - October 2023
- **Digital Cloud Leader Certification**
Google - May 2025
- **Generative AI Leader Certification**
Google - May 2025
- **Azure Fundamentals**
Microsoft - December 2023
- **Azure AI Fundamentals**
Microsoft - December 2023
- **Power Platform Fundamentals**
Microsoft - January 2024
- **GitHub Foundations**
GitHub - July 2024

SKILLS

UX Design

- **Design/Layout:**
Figma, Sketch, Adobe, Web Accessibility
- **Wireframing/Prototyping:**
Invision, Balsamiq, Axure, HTML
- **Microinteractions/Animation:**
Framer, After Effects, JavaScript, GSAP
- **Research:**
A/B testing, Interviews, Usability testing, Competitive Analysis, Journey Maps, Personas
- **Research:**
A/B testing, Interviews, Usability testing, Competitive Analysis, Journey Maps, Personas
- **Business:**
Organized, Detail-oriented, Strategic

Technical/Coding

- **Front-End:**
HTML, CSS, Responsive Design, JavaScript, React.js, Next.js, NPM, APIs, WordPress
- **Back-End:**
PHP, Magento, SQL, GraphQL, Azure, Python, GCP, AI
- **Process:**
Agile, JIRA, GitHub, Version Control

Portfolio

www.larryarmstrong.com/work