

HI, I'M LIANNA LAMORENA :D

EDUCATION

Masters in Human Computer Interaction

Iowa State University

Google Foundation of User Experience Design

Coursera.org

Bachelors of Fine Arts in Graphic Design

University of Louisville, Hite Art Institute

INFO

Website

lamorena.cargo.site

Email

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Interest

UX/Product Designer, Game Design, AR/VR

EXPERIENCE

UX Designer @ The Walt Disney Company / Sept 2023 - Current

- Led adoption of AI tools (Cursor, Claude Code, Visual Studio Code, Copilot) across the design team by leveraging cloud infrastructure knowledge and basic development skills; facilitated weekly learning sessions, supported rapid prototyping ("vibe coding"), and guided designers in integrating AI into design, research, planning, and user testing workflows.
- Drove design across a wide range of enterprise applications for internal users at The Walt Disney Company, spanning finance tools, video metadata tagging/annotation systems, title planning platforms, and products supporting content distribution, media engineering, and business insights.
- Managed and evolved the Enterprise Design Language (EDL), maintaining the Figma component library, implementing system updates, and ensuring consistency and scalability across a complex ecosystem of internal products.
- Contributed as a core designer to the next-generation EDL, focusing on AI integration through initiatives like Model Context Protocol (MCP) development, LLM-powered documentation, and workflows that enhance collaboration between designers and developers.

Lead UX Designer @ American Express / Sept 2020 - Sept 2023

- Spearheaded UX and creative strategy for enterprise systems supporting cloud infrastructure, application lifecycle management, and developer experience, delivering scalable solutions for highly technical users
- Designed and iterated on complex, data-intensive products through high-fidelity prototyping, translating ambiguous requirements into clear, usable experiences while extending and optimizing design systems
- Partnered cross-functionally with stakeholders, product owners, and engineering teams to embed UX into Agile workflows; contributed to PI planning and sprint execution while guiding and distributing work to junior designers via Jira
- Led end-to-end usability research to inform design strategy and improve KPIs, while advocating for high-quality UX by clearly communicating its impact on enterprise platform performance and usability

UX Designer @ Quill's / Jan 2020 - April 2020 (ended due to covid-19)

- Build high-fidelity prototypes in Axure for hand-off and user-testing.
- Conduct product research to support design decisions and UI/UX standards.
- Analyze outcomes from usability studies and define potential solutions.
- Audit current designs in efforts to build an updated design system.

Digital Designer @ Camping World / July 2019 - Jan 2020

- Create dynamic and unique Google ads, Facebook ads, YouTube thumbnails, and Instagram post.
- Generate event-based graphics for website, social media, and HTML email campaigns.
- Conduct user research via UserTesting to determine most successful designs for advertisement and email.

UI/UX Designer @ University of Louisville / Feb 2017 - July 2019

- Create designs, wireframes, and prototypes for websites, apps, and interactive projects.
- Collaborate with client, stakeholders, developers, and designer on digital projects.
- Provide creative digital solutions for university internal clients and partners.
- Understand client needs through product research and user-generated feedback.

NOTEABLE ACHIEVEMENTS

PTX Award, The Walt Disney Company (2026)

Recognized for leading AI adoption across Enterprise Design and cross-functional teams

DEVCON Speaker, American Express (2023)

Delivered talk on leveraging user insights to create differentiated developer experiences

UX Summit Speaker, The Walt Disney Company (2025)

Presented on how enterprise experiences drive business outcomes and power end-consumer products

DEVCON Speaker, American Express (2022)

Presented on cross-functional collaboration with developers through shared language and systems thinking

SOFTWARE

Figma

Figjam

Visual Studio Code

Cursor

Claude Code

Visual Studio Code

Gitlab/Github

Rive

Adobe Creative Cloud

Illustrator

Photoshop

InDesign

After Effects

ChatGPT/Copilot/Claude

Unity/Godot

Procreate

SKILLS

UX Design/Product Design

UX Strategy

UI Design

UX Research

AI Tools

User Interviews

Workshop Facilitation

Wireframing

Low + High Fidelity Prototyping

Usability Testing

Game Design

3D Design

Interior Design

AR/VR Development

Game Development

Interactive Animation

2D Animation

Illustration