

# LMKett

USER EXPERIENCE DESIGNER

Lauren Kett

LaurenKett.com

LaurenMKett@gmail.com

## Professional Experience:

### Freelance User Experience Designer

Women of Tomorrow | January 2017 - July 2017

- Redesigned the existing website to best serve brand, business, and user goals for the non-profit's 20<sup>th</sup> anniversary
- Removed over 300 pages from the legacy website through the user-centered design process of identified requirements and eliminated superfluous information
- Created, conducted, and translated research to understand the organization's needs and incorporate the findings into the prototypes for each round of testing
- Conceptualized and executed a new, clean brand identity with corresponding documentation shared between the three offices to promote unified messaging

Imagine Learning | May 2016 - December 2016

- Overhauled the information architecture of the technical support documentation website on an Agile Scrum team
- Translated task flows and sitemap into design documentation from sketches to high-fidelity wireframes used in InVision prototypes for usability testing
- Produced moderator guides and test material for primary research; methods included card sorts, interviews, surveys, focus groups, field visits, and usability tests

### User Experience Design and Social Media Consultant

May 2014 - May 2016

**UX Clients Included:** Special Olympics, The University of Miami Clinical and Translational Science Institute, and MyMoon Restaurant and Event Space

- Coordinated meetings and ongoing communication with clients incorporating changes in priorities, deadlines, and product satisfaction
- Balanced logical problem solving and innovative thinking
- Worked within constraints and challenges presented by different industries
- Acquired clients and managed relationships for new business referrals

## Profile:

With over three years working as a User Experience Designer, I practice user-centered design. I specialize in information architecture and design following Lean and Agile methodologies. I worked with and acquired clientele in multiple industries as a consultant. The diversity in clients required an adaptive but methodical approach to problem-solving, which solidified my iterative design process. I am passionate about accessibility in tech and Universal Design. My work suits my ability to identify executable solutions and tackle complex problems.

## Education:

University of Miami • August 2017

Master of Fine Arts in Interactive Media

General Assembly NYC • March – June 2015

User Experience Design

University of Florida • June 2013

Bachelor of Science in Advertising

Minor in Art History

## Software Knowledge and Technical Skills:

Sketch, InVision, Marvel, Axure, Jira, Adobe Creative Suite, HTML5, CSS, JavaScript, Keynote, Microsoft Office

## Achievement and Involvement:

- Code/Art Miami UX Design Instructor
- CUTGroup Miami UX Research Volunteer
- Salzburg Academy on Media and Global Change Fellow
- Wine Spectator Scholarship Recipient
- She Runs It Young Executive Committee
- Digital Humanities and Data Journalism Symposium Co-organizer