

EXPERIENCE

Convergent, Digital Signage Firm, Alpharetta, GA
UX/UI Designer, April 2019 – Present

- Working in two week sprints on UX/UI Design & Front-end web development for T-Mobile internal digital signage, alongside back-end developers & motion graphic designer to create the full experience.
- UX/UI Design for The Home Depot client facing in-store experience.
- UX/UI Design for an internal Convergent client portal:
 - **Personas & user flows:** Create personas based on our clients need, and map out user flows to make sure that we are providing the best experience for the clients content creation & management.
 - **Wireframing & prototyping:** Use Figma to create wireframes & high-fidelity prototypes that can be delivered to developers.

Happy Family Brands, New York, NY
UX/UI Designer, January 2015 – March 2019

- **UX for website re-design:** Working in sprints alongside our partner agency on UX design for ongoing website re-design project:
 - **UX workshops to determine user flows:** Developing personas, to determine where the user is coming from & create more personalized content based on those behaviors.
 - **User interviews & user tests:** Using Google Hangouts & Zoom screen-shares to see how a user navigates through prototypes & live sites including everything from when they open up a browser to see how they search, to when they actually purchase a product. Asking questions and figuring out pain points, needs, what makes an experience delightful and makes them want to keep exploring. Have also conducted surveys, click test, preference tests with Usabilityhub as well. This in turn helped in creating content hierarchy & solving problems with the flows.
 - **Wireframing:** Creating wireframes in Sketch, using the learnings from the workshops & interviews to inform some of decisions.
 - **Low fidelity prototyping:** Use Invision to create prototypes that the client can click through, so they can understand the information architecture & flow.
- **User flows:** Helpful for creating A/B testing scenarios to test, so we can always be improving. Understanding where our users are entering our website from, where they are going & what they are interacting with will help create better user experiences.
- **UX/UI for emails:** Working with a team to determine information architecture, creating automated email flows based on user behavior; serving them personalized content that is relevant to them & designing the emails.
- **UX/UI for product launches:** Wireframing, prototyping & designing small in-house pages that support the company's product launches. Sometimes creating web banners to help aid in the launch as well.
- **UX/UI for e-commerce:** Created a whole shopping experience from personas & user flows; wireframing & prototyping to UI elements & visual design for our online store. Managed & worked alongside developers.
- Managing a web budget of \$135,000 for 2 years.
- Managing a developer on an on-going basis for 4 years

TOOLS

Sketch
Invision
Figma
Sublime
Just In Mind
WordPress

SKILLS

Wireframing
Prototyping
User Interviews
User Testing

FRONT-END DEV.

HTML
CSS
Basic JavaScript

LAURACONDE

UX/UI DESIGNER

lauraconde.com
laura@lauraconde.com

EXPERIENCE

Happy Family Brands, New York, NY
Sr. Designer, January 2014 – December 2014

Happy Family Brands, New York, NY
Graphic Designer, May 2012 – December 2013

TPG Architecture, New York, NY
Freelance Graphic Designer, September 2011 – March 2012
Environmental design projects such as murals for the HBO & Health First offices, CUNY school mural & timeline etc.

The Boston Phoenix, Boston, MA
Graphic Design Intern, January 2010 – April 2010

National Bitter Melon Council, Boston, MA
Graphic Designer, September 2009 – January 2010

Cumbre Nazca Saatchi & Saatchi, Santo Domingo, Dominican Republic
Graphic Designer, July 2005 – October 2006

Art Institute of Boston, Boston, MA
Circulation Assistant, October 2008 – May 2010

Kriterion, Santo Domingo, Dominican Republic
Marketing Assistant, April 2007 – July 2007

EDUCATION

General Assembly, New York, NY
Front-End Web Development, June 2016 (10-week course)

Art Institute of Boston at Lesley University, Boston, MA
Advanced Professional Certificate in Graphic Design, May 2010

Altos de Chavon School of Design, Affiliated with Parsons, NY,
La Romana, Dominican Republic
Graphic Design Summer Course, July 2007

Universidad Iberoamericana, Santo Domingo, Dominican Republic
Bachelor in Arts and Advertising, May 2007

WORKSHOPS

General Assembly, New York, NY
User Experience Design Boot-camp, August 2017

Adobe Certification
Adobe Edge Animate CC, March 2016

Noble Desktop, New York, NY
Photoshop Animated GIFs, July 2015

Noble Desktop, New York, NY
Responsive HTML Email, October 2015

DESIGN TOOLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Dreamweaver

DESIGN SKILLS

Packaging Design
Corporate Design
Print Design
Web Design

LANGUAGES

English
Spanish