

LAUREN GARCIA

Customer-centered, detail-oriented UX/UI Designer skilled and passionate about creating a seamless and engaging omni-channel experience. Committed to taking the values of an organization and bringing them to life virtually. Talent in identifying growth opportunities and overall optimization of the customer's experience.

UI/ UX Projects & Professional Experience

Recip-Ease, Responsive Recipe App

- Applied the user-centered design process and mobile-first approach to design a recipes app for discovering and sharing recipes.
- Defined user needs and goals through conducting a competitive analysis, user research, user testing, and preference testing.
- Developed high-fidelity screens, responsive prototypes, personas, user flows, a style-guide based on stakeholder requests and user feedback.

Milestone Savings, Responsive Mobile Financial Savings App

- Designed high-fidelity mock-ups for a financial savings application that enabled users to input financial information and receive a personalized savings goal for their specific needs.
- Created user stories, user flows, wireframes, and brand guidelines.

Sultre, Inc., Director of Online Presence Dec 2019 to Present

- Responsible for total store & online operations, customer & employee experience of a \$2M apparel boutique;
- Work closely with the owner on the complete creation of an omni-channel strategy, driving a global customer experience across all touch points.
- Website design has included the design and brand statement, the uploading of content, product merchandising & research to improve SEO & drive out of state & worldwide traffic. Worked with Facebook Channel Manager and E-commerce Manager to manage all products & ensure a smooth interactive shopping experience.

Education

UX/UI Design Immersion, Career Foundry 2022 - 2023
500+ hours of UX/UI Design study and implementation, resulting in the end-to-end design of 4 applications.
Specialized in Frontend Development where I learned HTML, CSS, and JS.

Florida State University 2015-2019
Bachelor of Science in Business Management
Bachelor of Science in Retail Entrepreneurship

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UI/UX Skills

User Research
UI Responsive Screen Design
Develop User Personas
Wire-framing
User Flows
User Testing
High Fidelity Screens
Front end Development
Information Architecture
Prototyping
Branding
Web Design
Style Guides
Iconography

Soft Skills

Highly adaptable
Active Listening
Interpersonal
Communication
Problem-Solving
Responsible
Reliable
Collaboration
Organization

Digital Tools

Figma
Canva
Usability Hub
Marvel
InVision
Google Workspace