

LARA LEE

Planet-Passionate UX Designer Crafting Sustainable Digital Experiences

laralee.design · hi@laralee.design · (301) 752-2855 · La Plata, MD

PROFESSIONAL SUMMARY

3+ years of experience in UX design. Pioneered design and research ops within the organization, resulting in 38% increase of awareness and adoption of user-centered design principles to drive business outcomes and product success. Developed a new, web-accessible design system that increased design consistency across all a2z websites by 20% and improved experiences for all users. Advocated for usability testing and achieved 22% reduction in task completion times. Background in graphic design and front-end engineering for seamless end-to-end implementation. Always ready to talk birds, indoor or outdoor.

SKILLS

Visual Design: branding, design systems, prototypes, style guides, task flows, web accessibility (WCAG), wireframes

User Research: affinity maps, competitive analysis, heuristics, journey maps, usability testing, user interviews

Software: Adobe CC, ClickUp, Figma, HTML/CSS, Maze, Miro, Slack, UserInterviews.com, WordPress, Zoom

RELEVANT EXPERIENCE

UX Designer (“Digital Designer”) • CSG Creative • 09/2018 – 05/2023

- Re-designed accessible websites and email campaigns every year for 50+ clients in the B2B trade show industry with events attracting 3,000 – 100,000+ attendees across a broad range of audiences and industries
- Collaborated with cross-functional teams in Accounts, Copy, Design, and Engineering
- Implemented a new, accessible design system for DEMA Show, resulting in a 25% increase in design consistency, 83% increase in pages/visit in 1 month, and \$27k savings in development costs
- Conducted usability testing for the SpaceCom website, identifying and addressing critical usability issues, resulting in a 22% decrease in task completion times
- Led the design and development of a 90-page corporate website for Student Quarters, achieving a 44% increase in users; 33% more site visits; and 65% longer average stay time
- Earned 2 “Employee of the Month” awards and 2 nominations based on contributions to high-profile client accounts and consistent delivery of exceptional design work

Visual Designer (“Communications Coordinator”) • Potomac Management Resources • 04/2015 – 08/2016

- Created responsive emails, programs, and graphics for 14 clients, including the top 5 largest clients
- Increased mobile opens by 10% in 2 weeks after designing and coding responsive HTML/CSS emails for a real estate client
- Reduced complaints from missing or incompatible files to less than 1% of the prior rate after implementing a new digital archive system spanning 1,000+ files dating back 17 years

VOLUNTEER

Visual Designer • Alice Ferguson Foundation • 09/2023 – current

- Elevated AFF’s brand with a custom children’s nature journal, including 57 custom illustrations of the AFF’s own camp attendees, wildlife, and offerings, which resulted in a 200% boost in participant engagement
- Led discovery phase for an expanded event space rental service of the certified Living Building, uncovering crucial user behavior insights through user interviews and qualitative usability testing of 100 users

PROJECTS

Birdhouse Habit-Tracking Mobile App for Pet Bird Owners • Passion Project • 02/2022 – current

- Achieved above-average CTRs across 43,000 professional animal trainers and pet owners while A/B testing
- Wrote tutorials with 30,000+ combined word count across 6 habits user research identified as critical
- Prototyped an interactive MVP on Figma using iOS design system and custom illustration
- Continuously iterated on the UI design based on user performance and feedback, resulting in incremental improvements and a 17% increase in overall user satisfaction ratings over time

Farm Reforestation Mobile App • Speculative Work • 04/2023 – 08/2023

- Completed an unanswered 2021 “Hack the Climate” prompt to design a mobile app for farmers seeking sustainable agriculture certification with the Smithsonian Institute Migratory Bird Center
- Jumped into an unfamiliar space to break down a complex certification process into clear, actionable steps
- Improved success rate of land/forest assessment completion by 20%

Certified Label Digital Field Study • The Change Climate Project (formerly Climate Neutral) • 04/2023 – 07/2023

- Audited, analyzed, and presented findings on how 300+ companies' websites, social media, and products used the Certified Label, which earned feedback that the slide deck “surfaced a ton of new insights ... also integrated a ton of information about SEO and other types of practices”

EDUCATION

B.S. in Digital Media & Web Technology • 3.90 G.P.A. summa cum laude • University of Maryland, University College (UMUC)

UX Research Certification • Nielsen Norman Group (NN/g)