

LAUREN HARRIS

CONTACT

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EDUCATION

FRONT-END DEVELOPMENT CERTIFICATION

General Assembly

2023

INTERACTIVE DESIGN CERTIFICATION

The Creative Circus

2019

BACHELORS OF MARKETING

The University of Georgia

2012

SKILLS

Figma
Adobe Photoshop
Adobe Creative Suite
HTML, CSS, JavaScript
Web Content Accessibility Guidelines 2.1
Wireframing & Prototyping
Typography, composition, color
Google Analytics 4
A/B Testing
UX/UI Design
Content Management Systems (CMS)
Responsive Design Principles
Search Engine Optimization (SEO)
Meta Tags, Headings, and Alt Tags

SUMMARY

A passionate problem-solving, UX/UI designer with demonstrated enterprise experience in project management strategic planning, user research, and creating intuitive and visually appealing user interfaces.

WORK EXPERIENCE

USER INTERFACE DESIGNER | PROJECT MANAGER

Lo & Co Creative

2020 - Present

Lo & Co is a website design agency helping businesses achieve their digital dreams by making a BIG impact in the digital space.

- Create visually appealing and user-friendly mobile-first designs
- Implement interactive features using JavaScript and other front-end technologies
- Work with content management systems (CMS) such as WordPress
- Lead and oversee website development projects from initiation to completion, ensuring adherence to project scope, timeline, and budget
 - Collaborate with clients to define project requirements, goals, and success criteria, and provide strategic guidance throughout the project lifecycle
 - Develop detailed project plans, schedules, and budgets, and track progress against milestones to ensure on-time and within-budget delivery
 - Coordinate cross-functional teams, including designers, developers, content creators, and QA testers, to execute project tasks and deliverables
 - Serve as the primary point of contact for clients, providing regular project updates, addressing concerns, and managing expectations
 - Conduct regular project meetings, status updates, and post-project reviews to evaluate performance, identify lessons learned, and implement process improvements
 - Design within established design systems and develop new UI components to improve library

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WORK EXPERIENCE CONT.

WEBSITE DESIGNER

VMware

June 2021 - Dec 2023

As a Website Designer and project manager, I worked within the in-house agency overseeing the creative design and content strategy of careers.vmware.com, and VMware's Talent Acquisition online recruitment tools.

- Redesign, project manage, and relaunch the VMware Careers website to show a more evolved brand direction and first-ever accessible-first designed career site, an achievement that meets global Web Content Accessibility Guidelines 2.1
- Craft wireframes and prototypes to communicate design concepts
- Create visually appealing and user-friendly mobile-first designs
- Responsible for the successful and efficient design of multiple landing pages, using design thinking techniques and a practical agile approach
- Collaborating with cross-functional teams, including marketing, product development, and UX/UI design, to translate data insights into actionable recommendations
- Conducted user testing and provided prototypes to help design end-to-end experiences for candidates
- Design within established design systems and develop new UI components to improve library
- Utilizing tools such as Google Analytics, Adobe Analytics, and Google Tag Manager to monitor website traffic, user behavior, and conversion metrics
- Developing custom dashboards and reports to visualize key performance indicators (KPIs) and track the effectiveness of digital marketing campaigns

DIGITAL DESIGN & SOCIAL MEDIA STRATEGIST

Elaine Sterling Institute

2019 - 2020

- Lead conceptualization and direction of The Elaine Sterling Institute to increase student enrolled by creating a more readable and user-friendly experience
- Redesigned the Elaine Sterling Skincare website to create a more usable and delightful experience resulting in an increase in traffic and sales within the first month of release
- Responsible for the digital creative assets, strategic conception, and art direction of all marketing material for The Elaine Sterling Institute, Esthetique Day Spa, The Spa at ESI, and Elaine Sterling Skin Care
- Responsible for planning, implementing, managing, and monitoring social media strategy to increase brand awareness, improve marketing efforts and increase sales