

# Laura Berry

Product & UI/UX Designer

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## Recent Experience

**UI/UX DESIGN CONTRACTOR**, ARIZONA STATE UNIVERSITY, **DEC 2023 – JUL 2024**

- Led design on their new learning hub for professional educators – collaborating closely with product management, engineering, and university stakeholders to create an e-commerce site and dashboard.
- Created wireframes and high-fidelity prototypes within a strict design system and conducted final QA.

**SR. PRODUCT DESIGNER**, ADVERTISING SPECIALTY INSTITUTE, **SEPT 2022 – AUG 2023**

- Led design on two product teams, collaborating closely with product management, engineering, and QA to improve existing features of the recently launched ESP+ product.
- Conducted research, conceptualized ideas, and designed innovative functionalities, contributing to the enrichment of the product landscape and enhancing overall user engagement.
- Mentored mid and junior-level designers, offering dedicated support and delivering constructive feedback to foster customer-centric design thinking across teams.

**PRODUCT DESIGN MANAGER**, DIVERSE COMPUTING, **JUL 2019 – AUG 2022**

- Spearheaded a transformative shift in the company's product design approach, prioritizing user experience and design thinking.
- Enhanced product appeal and user-friendliness in our eAgent products, resulting in increased marketability and overall client satisfaction.
- Expanded and managed a dynamic design team supporting our entire product suite as well as all marketing and branding initiatives.

## Additional Experience

**ART DIRECTOR**, OGK CREATIVE, **NOV 2017 – MAR 2019**

**ART DIRECTOR**, MERIT MILE, **JAN – SEPT 2017**

**GRAPHIC DESIGNER**, IDEABAR AGENCY, **MAY 2015 – DEC 2016**

**ONLINE PRODUCT COORDINATOR**, THE PALM BEACH POST, **MAY 2013 – MAY 2015**

**WEB & IT COORDINATOR**, FLORIDA MEDICAL ASSOCIATION, **AUG 2009 – FEB 2013**

**EDUCATION:** B.S. INFORMATION TECHNOLOGY, FSU **2006–2010**

### SKILLS:

User-centered Design, UI/UX Design, Mobile App Design, Prototyping, Wireframing, Usability Testing, Information Architecture, Interaction Design, Design Systems, Responsive Design, Product Strategy & Analysis, User Research, Visual Design, Branding & Identity, Art Direction, Print Design, Mentoring, Leadership, Collaboration, Project Management, Creative Problem-Solving, Communication

### TOOLS:

Figma, Sketch, Invision, UXPin, Miro, Adobe Creative Suite, Jira, Asana, Microsoft Office, Wordpress, Squarespace, Wix, MailChimp, UserTesting, HTML/CSS