

# Laura Berry

Product & UX Designer

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## Recent Experience

### **UX DESIGNER, ACHIEVEIT, OCT 2024 – JUN 2025**

- Served as lead designer on revamping the login process and custom dashboard experience, streamlining user flows and enhancing overall usability of their strategic planning application.
- Conducted a design system audit and collaborated with the team to modernize and standardize UI components for better consistency and clarity across the platform.

### **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**

- Shifted 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, 2017–2019**

### **ART DIRECTOR, MERIT MILE, 2017**

### **GRAPHIC DESIGNER, IDEABAR AGENCY, 2015–2016**

**EDUCATION:** B.S. INFORMATION TECHNOLOGY, FSU

### **SKILLS:**

User-centered Design, UX Design, Prototyping, Wireframing, Usability Testing, Information Architecture, Interaction Design, UI 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