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Lauren Butler.

UI/UX Designer

Awards + Recognitions

Gold ADDY 2020
Graphic Design USA Award 2019
Graphic Design USA Web Design Award 2019
Gold ADDY 2019
Best of Show ADDY 2019
Silver ADDY 2019
Graphic Design USA Award 2018
Graphic Design USA Award 2017
Packaging of the World Feature 2017

Certifications

Advanced Google Analytics 2019
Google Analytics for Beginners 2019

Software

Sketch	Figma
Zeplin	Abstract
Invision	Proto.io
Gitlab	Basecamp
Adobe CC	AirTable
Wordpress	HTML + CSS
Google Analytics	Google Suite

Freelance Experience

2014–present

Work directly with clients to design interfaces and experiences and establish brand identities and strategies

Education

Ball State University

2014–2018

BFA Visual Communication
BS Advertising, Creative Development
Minor in Marketing

Industry Experience

TrackVia

UI Designer

April 2020–present

- Build out a new design system to improve the overall user experience of the low-code app platform in web, iOS, and Android
- Ideate and produce wireframes from low-fidelity to high-fidelity designs
- Design interactive prototypes for usability testing and communicate user flows to cross-department teams
- Collaborate with Product team to define and improve product features
- Conduct user interviews, usability testing, and other discovery research
- Work with our software engineers for seamless file handoff using delivery tools such as Sketch Measure and Zeplin

Human Design

UI/UX Designer

December 2019–February 2020

- Established a design system and data visualization styles for a client's suite of web applications
- Consulted and advised client's Product team on interface and interaction design and user experience recommendations

Viget

User Experience Design Apprentice

September 2019–November 2019

- Delivered UX improvements in client's e-commerce flows while collaborating with developers, project managers, and stakeholders
- Conducted user interviews, user tests, and competitive audits to better understand user needs for accounting and business management software
- Synthesized key findings from a navigation user test for a non-profit website

Bitsbox

Designer

October 2018–September 2019

- Established UI components for coding emulator site
- Collected user insights for product research at industry events
- Converted subscription product to STEM education product
- Designed monthly JavaScript app product for over 10,000 subscribers

Studio 165+

Team Leader

January 2018–May 2018

- Led a team of six designers in developing an array of award-winning work through mentorship, collaboration, and training
- Managed relationships for celebrity, international, and community clients
- Planned projects by setting timelines and deadlines, writing contracts and additional documentation, and coordinating work for team members

Designer

January 2017–May 2017

- Envisioned and cultivated concepts for award-winning multifaceted projects
- Wrote and designed brand identity guidelines for WCRD Radio