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# Lauren Fox.

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

## Initiatives

Design Thinking in UI/UX Design 2020

Led a 2-day Design Thinking workshop for college design students

## Certifications

Advanced Google Analytics 2019

Google Analytics for Beginners 2019

## Software

Figma	Sketch
Zeplin	Abstract
Invision	Proto.io
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**

BFA Visual Communication

BS Advertising, Creative Development

Minor in Marketing

## Industry Experience

**TrackVia**

UI Designer

April 2020–present

- Build scalable design system using best practices for Human Interface Guidelines and Material Design to improve the overall user experience of the low-code application platform for web, iOS, and Android
- Collaborate with product managers, engineers, and stakeholders to identify user needs, define product strategy, and create roadmaps from conception to launch
- Write detailed design documentation for web, platform, iOS, and Android developers and field questions during the implementation process
- Conduct a synergetic design process from conception to launch by involving product managers, engineers, and user advocates
- Ideate and produce interfaces and experiences from low-fidelity to high-fidelity designs
- Lead user interviews, usability testing, and discoverability research

**Human Design**

UI/UX Designer

December 2019–February 2020

- Established a Material Design design system to streamline the interfaces and user experience of client's suite of web applications
- Explored and implemented data visualization styles for all types of charts, reports, and analyses throughout the platform
- Consulted and advised client's Product team on product 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 a business management software
- Synthesized findings from navigation user tests for a non-profit website
- Led weekly apprentice meeting to share insights, collaborate and collect feedback on projects, and learn new software and skills

**Bitsbox**

Designer

October 2018–September 2019

- Created UI components for coding emulator site
- Collected user insights for product research at industry events
- Designed monthly JavaScript app product for over 10,000 subscriber

**Studio 165+**

Team Lead Designer

January 2018–December 2018

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