

Lauren.DiPietro12@gmail.com

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Skills

User Research & Usability Testing
Qualitative & Quantitative Research
Workshop Design & Facilitation
Data Analysis & Research Synthesis
Site Mapping & Information Architecture
Segment Analysis & Persona Creation
Sketching & Wireframing
User Flows & Customer Journey Mapping
Service Blueprinting & Process Mapping
Prototyping & Iterative Design
User Interface Design
Visual Design & Branding
Content Management & Creation
Narrative Building & Storyboarding
Personable & Professional Presenter
Familiarity with HTML & CSS

Tools

Adobe: XD, Illustrator, Photoshop,
InDesign & Acrobat Professional
Sketch
Figma & FigJam
Miro
Axure
Marvel Pop
Xtensio
Optimal Workshop
Microsoft, iWork, and Google Suites
Deltek Vision & Salesforce

Education

General Assembly - Boston, MA
User Experience Design Certificate
July–September 2019

Northeastern University - Boston, MA
*Bachelor of Science Degree in Media Arts
and Graphic Design, cum laude*
September 2000–May 2004
Honors: Samuel Bishop Scholar Award

Lauren DiPietro

Experience Design, Research & Strategy | Portland, OR

Uncovering insights and translating them into purposeful, user-centric solutions is where I shine. My experience as a visual designer and marketing professional combined with work in user experience research, strategy, and design has made me a holistic problem solver and an expert project facilitator. I thrive on engaging with people to understand problems, and my broad skill set enables me to bridge the gap between stakeholder and user needs.

Relevant Experience

Freelance Design Services - Boston, MA / Portland, OR

UX / UI / Visual Designer | December 2006–Present

Consultant for corporate and individual clients. Projects include: UX/UI design for desktop and mobile, UX research, QA/QC, branding and logo design, templates, presentations, brand identity packages, brochures, mailers, holiday cards, advertisements, wedding invitations, and trade show booth materials.

- Accessibility - Website design to WCAG 2.0 Level AAA and presentations GSA Section 508 compliant
- KPI - UX/UI/branding client reporting increased website traffic and merchandise sales

Commonwealth Financial Network - Waltham, MA

CX Strategist, Product Lab - Corporate Strategy | March 2023–August 2024

UX Specialist, Customer Experience Team | February 2022–March 2023

Point person for first company-wide Journey Mapping initiative at a financial firm. Collaborated on research planning, conducted employee and customer-facing research, created Service Blueprints and Journey Maps.

- Designed and facilitated workshops, interviews, brainstorming and validation sessions
- Created content and design for educational tools and presentations to convey research findings
- Consulted with internal teams to identify insights, key takeaways, recommendations and actionable next steps that informed roadmap development, future planning and strategy

Learning Seeds - Boston, MA

UX / UI Designer & UX Researcher | September 2019

Conducted foundational research and designed an online micro-course for a social benefit corporation.

- Role: research, data analysis and synthesis, content management, wireframing, and UI/mockups
- Research, mid-fi prototype, and hi-fi mockups presented at 2019 HubWeek by company founder
- Work used for fundraising and as basis for micro-course development/implementation

General Assembly - Boston, MA

UX Design Fellow | July–September 2019

Completed five projects in 2–3 week sprints in an agile environment during this full-time User Experience Design Immersive. Acquired hands-on experience with UX research and design practices.

- Projects Include - mobile app concept development and design; existing app audit, IA & UI redesign and design of feature add-ons; audit and e-commerce add-on to an existing website

Vanderweil Engineers - Boston, MA

Sr. Marketing Coordinator / Graphics Specialist | February 2015–July 2019

Managed marketing efforts for Power & Utilities Group at 450-person, 10-office engineering firm. Point person for proposals, qualifications, and presentation preparation. Brand maintenance plus QA/QC of marketing materials, and creative direction, concept development and visual design for marketing collateral.

- Coordinated with Executive-level stakeholders and multi-disciplinary internal/external teams across offices to acquire projects valued up to \$10 million.
- IA design, content development/management and visual design of proposals

Machado Silvetti (formerly Machado and Silvetti Associates) - Boston, MA

Marketing Coordinator / Design & Production Manager | August 2006–February 2015

Visual Designer / Marketing Assistant | October 2004–August 2006

Managed marketing efforts, assets, and assistant. Principal level stakeholder collaboration on branding, content strategy/management, and IA for website redesign, digital and printed marketing collateral.

- Streamlined marketing efforts via design of organizational systems, templates, and creating data assets' single source of truth. Result: company-wide RFP to interview ratio increased to 40%