

Lauren.DiPietro12@gmail.com

T 617.721.9012

www.linkedin.com/in/lauren-dipietro-ux

<https://www.laurendipietro.com>

Skills

User Research & Synthesis
Usability Testing
Data Analysis
Information Architecture
Persona Creation
Sketching & Wireframing
Site Mapping
User Flows & Journey Mapping
Card Sorting
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
InVision
Figma
Axure
Marvel Pop
Xtensio
Optimal Workshop
Microsoft, iWork, and Google Suites
Deltex Vision

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: Dean's List, Samuel Bishop Scholar Award

Lauren DiPietro

UX/Product Designer | Boston, MA

UX Designer, keen eye for detail, lives for "Aha!" moments

My 15 years of experience as a visual designer and marketing professional, combined with recent work in user experience 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. Translating insights into purposeful, user-centric solutions is where I shine.

Relevant Experience

Freelance Design Services - Boston, MA

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

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:

- **RemindMe App** - designed a mobile app utilizing geolocation to provide reminders. Performed user interviews, data synthesis and analysis, wireframing, user testing and prototyping
- **Davis Squared Website** - designed an e-commerce add-on to existing website. Conducted research, surveys, interviews and card sorting, tested usability and iterated on mid-fi prototype and IA design
- **MLB Ballpark App** - audited, redesigned IA and UI, and designed feature add-ons to existing app for baseball fans. Role: research, site mapping, wireframing, UI, usability testing, and hi-fidelity prototype

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 Silveti (formerly Machado and Silveti 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%