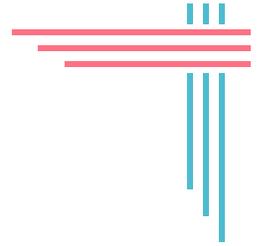


# LAURA ESCOBAR

UX Designer

lauraescobar.design  
laura.escobarg22@gmail.com  
linkedin.com/in/lauraescobardesign



## EDUCATION

Roosevelt University  
BFA Acting, 2009  
Magna Cum Laude

## LANGUAGE

Spanish — Fluent

## SKILLS

### UX

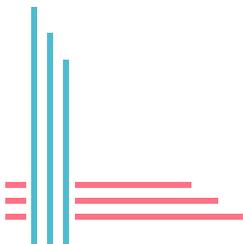
Research  
Concepting  
User stories  
Journey maps  
Mobile/web design  
Affinity diagrams  
Usability tests  
Wireframing  
Prototyping

### UI

UI kit  
Moodboards  
Style guides  
Branding

## TOOLS

Axure  
Sketch  
Invision  
Illustrator  
Keynote  
Marvel



## EXPERIENCE

### Designer // Freelance

2014 – Present

I closely interacted with clients to conceptualize and execute custom designs within set deadlines. I designed a variety of visual communication pieces for both web and print-based platforms while managing client's expectations and budgets.

### UX Designer // Designation

2018 – 2019

Over the course of a 6 month immersive UX program, I worked in an agile environment solving design-based problems for existing products focusing on business objectives and user needs. I conducted user interviews, developed personas, and created journey maps that led to concept creation in wireframes and prototypes. Along with teammates, I helped facilitate concept and usability tests for the following client based projects:

**ChangEd**, a fintech startup that rounds up users daily purchases to help impact their student loan debt. My team and I gained a deep understanding of user goals in order to incorporate refinancing in a personalized way within the existing app. I restructured the users' overall journey, creating key touch points for collecting data that helped determine a user's candidacy for refinancing.

**The Eric Carle Museum**, an art museum of picture book art in Amherst, MA needed a website refresh to attract revenue. Through research and synthesis, my team found a unique opportunity to leverage the museum's educational content and further influence grants and donations. I aided in the production of a mid-fidelity prototype for educators of young children to help promote literacy.

### Retail Manager // Salon1800

2015 – 2018

Worked in a small, fast-paced, and collaborative environment developing tools to maximize inventory needs. While using data to optimize professional products I was able to forecast trends and top-selling items. I was a crucial liaison between distributors and in-salon staff to guarantee effective product launches and promotions. I piloted the introduction of a recycling and repurposing program that ensured 85%-95% of salon waste was diverted from landfills.

### Actress // Freelance

2009 – 2016

While working in a variety of different mediums, I developed a deep understanding of human behavior and emotion in order to create compelling characters. I worked in a number of productions with multidisciplinary teams. During this time it was crucial for me to be organized, clear, and precise to maximize productivity.