

LAURA ESCOBAR

UX Designer

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SKILLS

Problem-solving
UX research
Concepting
User stories
Journey maps
Task/user flows
Affinity diagrams
User testing
Sketching
Wireframing
Prototyping
UI Kit
Moodboards
Style guides
Branding
Presentations
Annotations

TOOLS

Axure
Sketch
Invision
Illustrator
Keynote
Marvel
Principle

LANGUAGE

English — Fluent
Spanish — Fluent

EDUCATION

Roosevelt University
BFA Acting
Magna Cum Laude

EXPERIENCE

UX/UI Designer // Freelance

2019 – Present

Ask Dr. Chad Website

- Identified and strategized opportunities for brand and design development.
- Defined concepts and moodboards.
- Delivered final design as a Squarespace website.

UX Designer // Designation

2018 – 2019

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

- Gained a deep understanding of user goals in order to incorporate refinancing within the existing app.
- Conceptualized and tested ideas with existing users to identify opportunities.
- Designed key touch-points to collect data that determined a user's candidacy for refinancing.

The Eric Carle Museum

- Discovered a unique opportunity to leverage the museum's educational content to further influence grants and donations.
- Aided in the creation of personas, user stories, journey maps, and task flows.
- Delivered mid-fidelity wireframes and prototypes.

Graphic Designer // Freelance

2014 – Present

- Conceptualize and execute custom designs within set deadlines.
- Design a variety of visual communication pieces for both web and print.
- Manage client expectations and budgets.

Retail Manager // Salon1800

2015 – 2018

- Developed tools to maximize inventory needs.
- Used data to optimize professional products to forecast trends and top-selling items.
- Crucial liaison between distributors and in-salon staff to guarantee effective product launches and promotions.
- Piloted the introduction of a recycling and repurposing program to ensure 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.
- Worked in a number of productions with multidisciplinary teams.