



Lauren Dukes

Product Designer

I'm passionate about the discovery and research into user needs, then rolling up my sleeves and getting elbows deep into the problem to find the best solution collaboratively.

Skills

UX/UI

- Research & Analysis
- Wireframes & Interface Design
- Site Maps & Ideation
- Usability & Desirability Testing
- High Fidelity Design
- Responsive & Mobile Design
- Prototyping & Animation
- Design Systems & Style Guides

SOFTWARE

- Sketch & Figma
- InVision
- InVision Studio & Principle
- InVision DSM & Zeroheight
- Adobe CC Suite
- Microsoft/Google Office Suite
- Hive & Trello
- Keynote & PPT

Connect

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🌐 Lauren Dukes

Experience

Design Systems International

UX/UI DESIGNER

OCT 2020-PRESENT

- As part of a small team, I work directly with other designers, stakeholders and clients to develop strategies based on user research, then translate them into visual designs in Figma to be tested directly with users.
- With our current project, our challenge is to ideate experiences (digital and interpersonal) that will change user behavior around finances and motivate them to take positive actions for long term financial wellness.

Contract Cloud

UI DESIGNER

MAY 2020

- Worked as part of a two-person UI team to create a visual brand identity across multiple platforms including websites, social media platforms and product offerings.
- Conducted exploratory research, competitive analysis and existing client asset audit to determine opportunities for differentiation and positioning in the marketplace.
- Ideated several divergent design directions through moodboards, style tiles and high-fidelity mockups and prototypes using Sketch and InVision.
- Strategized and wrote user testing plans for three rounds of user testing and synthesized data from each round of user testing into actionable insights to be applied to subsequent design iterations.
- Created animations in InVision Studio to support platform communication to the user and enhance user experience.
- Designed and provided a brand guidelines document, a detailed design system library and updated logos to reflect the new branding.

INVNT

PROPOSAL COORDINATOR • PRODUCTION ASSISTANT

OCT 2014-JAN 2020

- Managed two company rebrands as a Production Assistant (one of which was INVNT's own), overseeing the creative process, communicating directly with the client and ensuring their needs were translated and met.
- Worked with every company department and stakeholders in order to create responses to proposals for new business, which required excellent communication skills, the ability to manage multiple concurrent projects, and quick mastery of new areas of expertise and software programs.

Peace Corps: Orikum, Albania

VOLUNTEER

MAR 2011-APR 2013

- Assessed and responded to community needs by creating and coaching the first girls' soccer team which broke some gender parity barriers and provided the girls with their first organized sport experience.
- Designed and helped translate the Orikum Guidebook in InDesign to promote tourism in collaboration with Orikum's municipality.

Education

2020 | Flatiron School: UX/UI Design Program: Certificate of Completion

2009 | Kansas State University: Bachelor of Science in Interior Design