






UX/UI DESIGNER

UX/UI Designer born and raised in New York, who is passionate about building products within the Entertainment, Fitness and Technology fields. A driven and curious learner, I leverage proficiency in Graphic Design, Software Development, and UX/UI Design. I attribute my success to my critical eye, hard working, supportive and loyal nature, and look forward to connecting people to accessible designs.

CONTACT

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-  New York, NY

SKILLS

- User Interviews
- Usability Testing
- Information Architecture
- Ideation
- Heuristic Evaluation
- Competitive Research
- Card Sorting
- Personas
- Design Studio
- Wireframes
- Sketching
- Prototyping

TOOLS

- Photoshop
- Illustrator
- InDesign
- InVision
- XD
- Sketch
- Word
- Powerpoint
- Ruby
- CSS
- HTML

DESIGN EXPERIENCE

Mid Level UX Contractor

minds + assembly

New York, NY

December 2020 – Present

- Creating wireframes for client redesign project that elevates, refreshes, and simplifies the website design and overall experience
- Working with both the agency team and client to satisfy the needs of the user and business

UX/UI Designer, UX Contractor

Curastory

New York, NY

November 2019 & May 2020 – Present

- Collaborate with stakeholder to understand business model and expected outcomes
- Create working hi-fidelity prototype to understand user's happy flow, both for the curator and buyer's side of the platform
- Provide Engineers with documentation and screen specs for seamless handoff

UX/UI Freelancer

Administrative Services Only, Inc (ASO)

New York, NY

April 2020 – May 2020

- Conducted user research to improve the onboarding flow to reduce the confusion associated with the focus of app
- Designed hi-fidelity wireframes based on the conducted research, while creating a modernized brand identity for both the landing and home pages

UX/UI Contractor

Filter Off

New York, NY

January 2020 – February 2020

- Worked with founders to redesign branding to create unique identity
- Conducted user research to improve the onboarding flow to reduce the confusion associated with the focus of app
- Created updated hi-fidelity screens based on user feedback and insights

EDUCATION

Tulane University

Bachelor of Arts, Digital Design

New Orleans, LA

General Assembly, UXDI Program

Certificate of Completion

New York, NY

AWARDS & LEADERSHIP

2020 LinkedIn Top Voices in Design

- Recognized and highlighted in the top ten designers for 2020 as a stand out voice within the design community for the content I produce
<https://www.linkedin.com/pulse/linkedin-top-voices-2020-design-laura-lorenzetti>

Mentor

ADPList

New York, NY

December 2020 – Present

- Conduct portfolio reviews for world wide junior designers trying to break into the field
- Provide helpful insights, advice, and resources to help new designers jumpstart their careers