

# Lauren LaRoche

## UX Designer | Visual Designer

The flower of an experience is fleeting without the roots of research.



### Experience

#### Tin Roof Software (client NCR) | UX/UI Designer | Aug 2017 - Present

Contracted through Tin Roof Software to work with NCR on multiple products. I am embedded with NCR teams throughout the contract.

- Create mock-ups of mobile screens for iOS and Android platforms for new flows within existing mobile app using Axure and Sketch.
- Rapid prototyping for new flows and designs using Axure.
- Present designs and recommendations in weekly meetings.
- Collaborate with designers, product owners, and developers for design improvements.
- Create prototypes for user testing using Axure for UserZoom.
- Design and export icon assets for iOS and Android apps.

#### Georgia Aquarium (via General Assembly) | UX Designer | May 2017

Contracted through General Assembly to help the Dive Ops team manage dive equipment. Created the Dive Equipment Center, a web-based enterprise solution for divers to track inventory and effectively log and schedule recurring maintenance on gear.

- Conducted interviews with users and stakeholders to define problem. Designed surveys for divers and did competitive market research.
- Used affinity mapping for heavy qualitative data synthesis for initial data gather and each iteration after testing.
- Built wireframes in Sketch and created clickable prototype in InVision for onsite usability testing.
- Lead the team through UX process using Trello as agile board.

#### General Assembly | UX Designer | Mar 2017 - May 2017

600+ hours (10 wks) of professional training in UX with a focus on industry best practices. Developed and practiced various skills in UX methods including; research, solutioning, wireframing, prototyping, testing, and presenting. Worked individually and collaboratively in an agile structure on the following projects:

- **Auto Connect Mobile App:** Researched users and market to discover where needs and market gaps overlap. Sketched, wireframed, prototyped, and tested a mobile app in Adobe XD that connects a car's OBD code system to the app via hardware and bluetooth to help user decipher dashboard lights and stay on top of maintenance schedules.
- **Swan House Hunt Mobile App:** With Atlanta History Center as a client, interviewed employees and screened users to find a root problem where the AHC was missing out on visitors. Sketched, wireframed, prototyped, and tested a mobile app to engage kids ages 6-9 years-old in the Swan House Exhibit at AHC. App is a scavenger hunt to find select items throughout the Swan House.

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### Skills

- User Research
- Sketching
- Wireframing
- Illustrator
- Photoshop
- InDesign
- Premier Pro
- XD
- Axure
- Sketch
- InVision
- Graphic Design
- Photography & Video
- HTML & CSS
- Management

### Education

#### General Assembly

User Experience Design  
Immersive

#### Codecademy

HTML & CSS  
Self-Guided Course

#### LaGrange College

BFA, Graphic Design

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## Experience Continued

**Mission: Hope | Operations Manager | Feb 2013 - Mar 2017**

Mission: Hope (formerly ROW) is an international community development mission organization.

- Created and executed editorial calendar and content strategy for marketing.
- Designed print collateral, website updates, & emails utilizing Illustrator, Photoshop, InDesign, HTML & CSS.
- Set in place data tracking methods for donors and volunteers. Analyzed data to guide marketing and content strategies.

**Divine Lighting | Operations Manager | Jun 2010 - Feb 2013**

Managed operations of eCommerce store directly under the owner.

- Designed and implemented business strategies, systems, and customer service protocols based on customer interactions and business needs.
- Hired and managed a team of four and created a shipping department.
- In-house graphic designer utilizing Illustrator and Photoshop.

## Extra

**Myers-Briggs:** INFP

**Gallup StrengthsFinder:**  
Adaptability, Empathy,  
Belief, Connectedness,  
Relator