

# Laura Davidson

Senior UX/UI Designer

## WORK EXPERIENCE

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### Senior UX Designer

Aug 2022 –Present

AT&T | Dallas, TX (Remote)

Contract with The Judge Group

#### Project: TRiP – Technical Resolution Intuitive Portal (Mobility and Broadband)

- Co-created TRiP app, integrating Salesforce and SAAS for an intuitive internal AT&T dashboard. Designed enterprise app for proactive issue alerts, facilitating holistic resolutions.
- Prioritized user-centered design, optimizing TRiP's usability.
- Enhanced AT&T's support capabilities with more efficient tools.

#### Project: PRIME – Proactive Reliability & Intelligent Monitoring Engine

- Collaborated in creating a revolutionary dashboard system that identifies latency and downtime in AT&T centers and applications.
- Contributed to the development of real-time alert system to enhance reliability and minimize downtime.

#### Project: ImmersaFlow & ANDI VA – Artificial Neural Deep Intelligence Virtual Assistant

- Implemented an innovative solution that seamlessly integrated self-care flows into chats. Resulted in efficient problem-solving, reduced reliance on phone agents.
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### Usability Strategist

Nov 2020 – Aug 2022

IQ Solutions | Rockville, MD (Remote contract)

#### Project: Multiple Government Contracts within the Health Industry

- Implemented digital best practices, ensuring adherence to Section 508, USWDS, and Plain Language guidelines; reduced website load time and increased user engagement.
  - Conducted comprehensive content inventory, performed audits, and designed sitemaps, content matrix, and taxonomy for a large-scale website migration project, streamlining user navigation and improving SEO performance.
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### UX Designer

Feb 2020 – April 2020

KeyBank | Washington, D.C.

Contract with Beacon Hill Staffing

#### Project: Spend Tracker | FICO Score

- Designed and developed mobile-first wireframes and prototypes using Sketch and Figma to ensure 508 compliance, reduced accessibility issues, and improved user satisfaction.
  - Facilitated the handoff of HI-FI prototypes with InVision to front-end developers, optimizing development efficiency.
  - Optimized project delivery by utilizing Jira in a cross-disciplinary agile setting.
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## SKILLS

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### Design Skills:

- 508 Compliance
- Affinity Mapping
- User interviews
- Surveys A/B Testing
- Personas
- User Journey Mapping
- Wireframing
- Mockups
- Prototyping
- Taxonomy
- User Interaction Design
- Responsive Design

### Software for Design and Prototyping:

- Figma
- Sketch
- InVision
- Adobe XD
- Adobe Creative Suite
- Jira

## Education

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### General Assembly

Certificate UX/UI Research and Design

Washington, D.C. — 2020

### George Washington University

The Corcoran College of Art and Design

Master of Art in Digital Art

Washington, D.C.

### The Pennsylvania State University

Bachelor of Arts in Interactive Arts

Minor in Human Development

University Park, PA

### Digital Strategy and UX Design

Dec 2018 – March 2019

U.S. Navy | Washington, D.C. | Public Trust Clearance

Contract with Strategic Insight

#### Project: Digital Strategy - PEO IWS

- Executed usability testing using various tools and methods such as user interviews, surveys, and A/B testing; identified pain points, resulting in impactful UX enhancements that increased customer retention.
- Collaborated closely with front-end developers to deliver seamless handoff of HTML and CSS codebase, ensuring pixel-perfect implementation and reducing development time by 20%
- Produced visually appealing icons and infographics, elevating the user experience and contributing to a 50% increase in user satisfaction and a 10% growth in average session duration on a newly launched site.

#### Project: War Room (Paper to Digital) SECNAV

- Spearheaded the conversion of a traditional war room into an interactive story-driven space, utilizing cutting-edge technology and compelling narratives, resulting in a 50% improvement in cross-functional communication and a 20% increase in project alignment and efficiency.
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### UX Design & Communications

July 2017 – Dec 2018

DAU | Ft. Belvoir, VA | Public Trust Clearance

Defense Acquisition University

Contract with Strategic Insight

#### Project: Branding & Social-media

- Designed captivating logos, ads, and branding materials, resulting in a 25% increase in brand recognition and a 15% boost in social media engagement.
  - Fostered strong relationships with key stakeholders, facilitating effective communication and collaboration; strengthened cross-departmental coordination, leading to a 10% improvement in overall project efficiency.
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### Infrastructure Administrator

June 2015 – June 2017

Fugue, Inc. | Washington, D.C.

#### Project: Onboarding, Media, Infrastructure

- Orchestrated comprehensive onboarding program, delivering training on company procedures, software, and business objectives to 30+ new hires; optimized process to enhance user experience and boost retention rates by 25%
- Streamlined vendor relationships, optimizing licensing, ordering, inventory, and maintenance agreements; expertly resolved hardware and software issues, resulting in a 25% reduction in expenses and increased operational efficiency.