



# Laura Davidson

## Contact

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## Skills:

|                          |  |
|--------------------------|--|
| Prototyping              | Wireframing                            |
| UX/UI Design Principles  | UX Research                            |
| Usability Testing        | User Interviews/ Surveys / A-B Testing |
| Organization             | Leadership                             |
| 508 Compliance           | Communications                         |
| Persona Creations        | Content Strategy                       |
| Information Architecture | Affinity Mapping                       |

## Software & Applications:

|                       |                          |
|-----------------------|--------------------------|
| Sketch   Figma        | InVision                 |
| Jira/Confluence Agile | Adobe Creative Suite     |
| UserZoom              | Moqups                   |
| HTML/CSS              | Microsoft Office (Admin) |

## Classes & Courses:

|   |      |
|---|------|
| Google UX Course  | 2020 |
| UX 10-Week Course   | 2019 |
| Coding 101 Boot-camp HTML, CSS, & Java Script                       | 2019 |
| OS X Support Essentials 10.10 (Supporting and Troubleshooting OS X) | 2017 |
| CompTIA (Network+)  | 2016 |
| PM - Project Manager  | 2014 |

## Education:

2020 | **Certificate** in User Experience within Research and Design  
General Assembly | Washington, D.C.

2010 | **Master of Arts** in Art Education  
The Corcoran College of Art and Design | Washington, D.C.

2004 | **Bachelor of Arts** in Integrative Arts  
Minor: Human Development and Child, Youth, Family Studies  
The Pennsylvania State University | University Park, PA

## Work Experience:

### Usability Strategist

IQ Solutions | Rockville, MD

Contract | Nov 2020 – Present

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

- Ensure all content and design adhered to digital best practices, section 508, USWDS and Plain Language.
- Participate in internal and client-facing content critiques and provided feedback and guidance on prototypes
- Conduct content inventory, audits, design sitemaps, content matrix, and taxonomy
- Create journey maps and governance plans for the client's needs.

### UX Designer

KeyBank | Washington, DC

Short Contract | Feb 2020 – April 2020

#### Project: Spend Tracker | FICO Score

- Worked in conjunction with UX analytics to create personas, journey maps, business process maps
- Conducted user research using a wide variety of qualitative and quantitative research methods
- Designed wireframes and prototypes using Sketch and Figma with mobile-first with 508 compliance
- Contributed to the design system with the company brand and best practices
- Applied User-Centered Design methods and Design thinking with the user in mind
- Handed off HI-FI prototypes with In Vision to the front-end developers
- Utilize Jira within with large-sized teams in a cross-disciplinary agile environment to deliver user-centered solutions within budget and scope

### Staff Associate with Digital Strategy and UX Design

Strategic Insight | Client – U.S Navy | Navy Yard, DC | Public Trust Clearance

Dec 2018 – Mar 2019

#### Project: Digital Strategy – Client: U.S Navy (PEO IWS)

- Researched using various tools/methods for usability testing (user interviews, surveys, and A/B testing).
- Created wireframes, prototypes, mock ups for educational website using Sketch with 508 compliance
- Worked with front-end developers on handing off HTML and CSS
- Produced icons and infographics to optimize the user experience of a newly launched site
- Project: War Room (Paper to Digital) – Client: U.S Navy (SECNAV)**
- Lead UX Designer with the transformation of a war room to an interactive story
- Created workflow and prototype of screens to get an understanding of the client's usability and user's interaction with the screens

### UX Designer with the Communications team

Strategic Insight | Client – DAU Defense Acquisition University | Ft. Belvoir, VA

July 2017 – Dec 2018

- Work closely with multiple departments to ensure that projects are completed on-time and within budget as the head UX designer while also working directly with the President of the university
- Created wireframes and prototypes for website and mobile app while also designing all the logos, ads, branding, and social media strategies utilizing Adobe software programs



## Work Experience Continued:

### **Business Owner For UX | UI Design, Graphic Designer, and Marketing**

2006 – Present

Fotographics | Washington, DC

- Managed day-to-day operations for the company to ensure customers/stakeholders are happy and business-maintained profitability
- Optimized revenue by reducing costs where applicable, increasing sales and creating promotions
- Worked closely with customers/stakeholders to help them resolve issues or address any customer service needs by conducting user research using a wide variety of qualitative and quantitative research methods
- Created wireframes, sketches, prototypes to produce logos, ads, branding, and social media strategies for small businesses with UX research
- Provided photography services to clients for portraits, weddings and other events
- Designed and produced special occasion albums and memorabilia

### **Infrastructure Administrator**

June 2015 - June 2017

Fugue, Inc. | Washington, DC

- Implemented technology that helped make each department more efficient, productive and consistent
- Onboarded and trained new employees on company procedures, software and business objectives (always recreating this process to better fit the user)
- Created new processes to help the company and staff meet their goals and objectives
- Managed vendor relationships including managing licensing, ordering, inventory and maintenance agreements, and resolving hardware and software issues
- Managed various projects and initiatives that improved daily operations for entire organization
- Configured, installed, and maintained hardware and software equipment including routers, switches, and network appliances, and upgraded operating systems as needed

### **Information Technology Specialist and UX Designer, Grades K-8**

Aug 2006 – June 2015

Mary of Nazareth Roman Catholic School | Darnestown, MD

- Rebranded the schools look, with lots of research, wireframing and prototyping. The final product consisted of new website, logo, school color for uniform and theme.
- Created and implemented Information Technology curriculum and policies for grades K-8 for 18 classes of approximately 30 students each
- Integrated an iPad program into the school by preparing computer and iPad training for a staff of 50+ and a student body of 500+
- Increased the sales of the yearbook by 10% annually as lead advisor and photographer
- Reduced school advertisement expenses by 25% by working on graphics in-house and rebranding
- Taught Microsoft Office Suite, Adobe Creative Suite, internet safety, website design and UX research
- Adapted teaching methods and instructional materials to meet students' needs and interests

### **Founder and Co-owner**

July 1998 – Sept 2005

Hog Heaven Ice Cream of Lake Harmony | Lake Harmony, PA

- Increased sales 22% each summer by increasing sales activities
- Trained new hires, scheduled staff hours and maintained positive team morale
- Monitored budgets and payroll records for 5-10 employees Managed daily operations, performed quality control and tracked inventory