



Laura Davidson

Work Experience:

UX Designer

KeyBank | Washington, DC

2020 – Current

Project: Spend Tracker | FICO Score

- Design wireframes and prototypes using Sketch with mobile first
- Handing off HI-FI prototypes within InVision to the front-end developers
- Collaborated with graphic designer to create icons and illustrations
- Follow closely with 508 compliance
- Work in conjunction with UX analytics to understand the client's needs
- Utilize Jira within an agile framework

Staff Associate with Digital Strategy and UX Design

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

2018 – 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
- Works with front-end developers on handing off HTML and CSS
- Produced icons and infographics to optimize the user experience of a newly launched site
- Fabricated more content which grew user engagement by 15%.

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' interaction with the screens

Business Development and Digital Engagement Specialist (Part-time)

WharfWrats | Washington, DC

2017 - Current

- Create compelling, accurate and relevant digital communications messaging content covering all the happenings at the DC Wharf
- Monitor and administer web/social media analytics dashboards
- Keep track of the back-end of all of business Google, WordPress and social media communications
- Manage internal meetings for project tasks
- Organize events, by planning logistics of the event, scheduling, creating marketing materials and running promotions to ensure events are successful

UX Designer with the Communications team

Strategic Insight | Contracted with the DAU Defense Acquisition University | Ft. Belvoir, VA

2017 - 2018

- Work closely with multiple departments to ensure that projects are completed on-time and within budget
- Head UX designer working directly with the President of the university
- Created wireframes and prototypes for all the logos, ads, branding, and social media strategies utilizing Adobe software programs
- In charge of working with customers and internal staff on branding and ad campaigns
- Created and developed internal website with wireframes, prototypes for university staff using SharePoint

Infrastructure Administrator

Fugue, Inc. | Washington, DC

2015-2017

- 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

Contact

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Skills:

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

Software & Applications:

| | |
|-----------------|--------------------------|
| Sketch | InVision |
| Jira/Confluence | Adobe Creative Suite |
| Agile | Apple OS & iOS |
| UserZoom | Microsoft Office (Admin) |
| HTML/CSS | |

Classes & Courses:

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



Work Experience Continued:

Information Technology Specialist and UX Designer, Grades K-8

9 years

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

Production Manager

1 year

Clay & Company Photography | Rockville, MD

- Managed a team of 30+ photographers for President George W. Bush's second Inauguration, contracted to the White House
- Managed event calendar, staffing schedule, and planned events
- Led team of photographers, scheduled photographers for events and managed day-to-day team operations
- Built wedding and portrait contracts, tracked signed contracts, distributed all pre- and post-event materials
- Maintained and archived event files

Business Owner For UX Design

13 years
Part
Time

Fotographics | Washington, DC

- Managed day-to-day operations for the company to ensure customers/stakeholders were 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
- 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

Founder and Co-owner

6 years
Summer
Only

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

Education:

Master of Arts in Art Education

The Corcoran College of Art and Design | Washington, D.C.

Bachelor of Arts in Integrative Arts

Minor: Human Development and Child, Youth, Family Studies

The Pennsylvania State University | University Park, PA