



# Laura Davidson

## Contact

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## Process Toolbox

Design Thinking	Ideation
User Research	Sketching
Affinity Mapping	Persona Creations
Prototyping	Wireframing
Team Building	Communications
Content Strategy	UI Design
Information Architecture	Leadership

## Software & Applications:

Adobe Creative Suite	HTML/ CSS
Sketch	InVision
Microsoft Office	Google Business
Jira/Confluence	Salesforce
Apple OS & iOS	AWS

## Classes & Courses:

UX Research / Design Course (General Assembly)	2019
Coding 101 Boot-camp HTML, CSS, & Java Script	2019
UX Boot-camp	2019
CompTIA (Network+)	2017
OS X Support Essentials 10.10 (Supporting and Troubleshooting OS X)	2016
OS X Server Essentials 10.10 (Using and Supporting OS X Server)	2016

## Work Experience:

**UX Designer | Staff Associate** 2018 – 2019

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

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

- Researched using various tools and methods for usability testing
- Created prototypes, wireframes, mockups for an educational website using Adobe Creative Suite
- Partnered with the web developer’s team to help generated 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 (GDIT)**

- Lead UX Designer with the transformation of a war room to an interactive story
- Created workflow and prototypes of screens to get an understanding of the client’s usability and users’ interaction with the screens
- Revamped the design of slide decks using PowerPoint and Adobe Creative Suite to create a compelling story for the client’s next presentation

**UX Digital Engagement Specialist and Business Development (Part-time)** 2017 - Current

WharfWrats | Washington, DC

- 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
- Organize events, by planning logistics of the event, scheduling, creating marketing materials and running promotions to ensure events are successful
- Increased the number of followers each month by 10%

**UX Graphic Designer** 2017 - 2018

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

**Project: Social Media Graphics Designer – Client: DAU, Communication Team**

- Worked closely with the communication team knowing all content that needed to be created for Facebook, Twitter, and LinkedIn
- Created flat art that could tell a story in one posting for social media
- Designed ads, digital posters, and photos for public campaigns
- Created sketches and wireframes of SharePoint homepage for the web developers’

**Project: Rebranding the DAU – Client: DAU, Communication Team**

- Researched methods for usability testing of the new internal social website
- Constructed icons and different graphics to be part of the internal website
- Fabricated wireframes and prototypes for all the logos, ads, branding, and social media strategies utilizing Adobe software programs while creating the new Vision and Mission statement for the DAU new theme Customer intimacy

**Infrastructure Administrator** 2015-2017

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)
- Investigated and resolved any technical issues that came up quickly to ensure minimal downtime for employees
- 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



## Work Experience Continued:

### Information Technology Specialist and UX Designer, Grades K-8 (Teacher)

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

1 year

### Production Manager

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

13 years  
Part Time

### Business Owner for UX Design

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

6 years  
Summer  
Only

### Founder and Co-owner

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