

LAUREN SLOAN

UX + VISUAL DESIGNER

EDUCATION

General Assembly
User Experience Design Course
2020 – 2021

Anderson University, South Carolina
B.A. in Graphic Design
August 2008 – May 2012

CERTIFICATIONS

ISO and Lean Training Certified
Internal Auditor 2016

SOFTWARE

Figma, Sketch, InVision, Principle
Adobe XD, Adobe Illustrator,
Adobe Photoshop, Adobe InDesign,
After Effects, Microsoft PowerPoint,
Keynote, Trello, Miro, Asana



SKILLS

Heuristic Analysis, Screener Surveys,
User Journeys, Card Sorting,
Ideation/Design Studio, Site Maps
Prototyping, Usability Testing,
User Interviews, Wireframing,

CONTACT

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PROFILE

I'm a UX Designer with a background in visual design and exhibition design. I've spent the last seven years creating incredible physical and digital experiences in a number of different areas. I enjoy thinking empathetically about all of the audiences who are viewing my work to make sure the content is catered to their needs.

EXPERIENCE

Contract UX/UI Designer | February 2020 – Present

KOYA, Remote

- ✦ Built the onboarding process and home page of the KOYA app while focusing on data-driven and user-centered design methods to create product and design features. Managed and directed the team with gathering and creating design deliverables for the client.

Freelance Visual Designer | June 2020 – February

Trifecta Media Group, Remote

- ✦ Established brand standards and identities for various personal brands and startups. Collaborated with clients to present concepts and final designs for websites, logos, and social media graphics.

Senior Environmental Graphic Designer | August 2019 - May 2020

Cloudstreet, New York, New York

Cloudstreet is a multidisciplinary design studio that works to expand and deepen the relationships between people and brands by crafting experiences that are intuitive, useful and beautiful for the built environment.

- ✦ Collaborate with multi-disciplinary designers to create graphics and visually layout interiors for various Wells Fargo's branches and office spaces
- ✦ Conceptualize and develop interior and exterior print graphics and signage for Wells Fargo's historical museum. Used PowerPoint to present concepts to the client.
- ✦ Conducted weekly client meetings for long term museum development for print graphics

Exhibition Designer | April 2017 – August 2019

Christie's, New York, New York

Christie's is the world's leading art business. Since 1766, they are known for their extraordinary art, unparalleled service and expertise, as well as international glamour.

- ✦ Executed 50 Manhattan based temporary exhibitions annually and 4 national exhibitions annually with focuses in luxury items, and Postwar and Contemporary art
- ✦ Work directly with the Senior Exhibition Designer and Creative Director to propose & manage all exhibition design projects, including the design and installation of directional signage, window banners and internal event collateral
- ✦ Project manage vinyl installs by collaborating with art specialists and outside vendors

Graphic Designer | December 2013 – April 2017

Qosina, Greater New York Area

Qosina is a leading global supplier to the medical, and pharmaceutical industries. Their Qosmedix subsidiary serves the cosmetic, skincare, and spa industries.

- ✦ Designed media content across diverse platforms such as point of purchase displays, tradeshow graphics online and print advertisements, monthly online press releases and beauty newsletters
- ✦ Created 60 digital and print advertisement annually for monthly and quarterly medical and beauty publications
- ✦ Enhanced photo editing skills by gaining knowledge from veteran colleagues while paying close attention to detail, updated online images using Photoshop and Microsoft Excel spreadsheets
- ✦ Conceived and designed 9 chapters of the company's annual catalog

VOLUNTEER

Black Designers Ignite Volunteer 2020
Video Camera operator for Hillsong 2019

ACCOMPLISHMENTS

Babylon Village Art Council Member 2015
Northern Manhattan Arts Alliance 2018