



# KATARINA LAURITANO

## UX DESIGNER

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## HELLO

My name is Kat. I love the challenge of designing intuitive, thoughtful solutions that make a positive impact, big or small.

My expertise lies in defining and executing design strategies that are built upon a deep understanding of both user needs and business requirements. I thrive in collaborative environments where cross-disciplinary teams can work together to create informed and usable products.

## SKILLS

### UX

Design thinking	User flows
Research / Synthesis	Wireframing
UX strategy	Prototyping
Heuristic evaluation	Usability testing

### UI

Branding	Icon design
Logo design	Responsive design
Microinteractions	Mobile design

## TOOLS

### Proficient

Photoshop	Protoshare
Illustrator	Sketch
InDesign	Screenflow
Axure	UXPin
InVision	Keynote

### Intermediate

Proto.io	CSS3
Omnigraffle	Flinto
HTML5	Pixate

### Exploring

After Effects	Javascript
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## LANGUAGES

English	Native speaker
Spanish	Full professional proficiency
Japanese	Limited professional proficiency

## EXPERIENCE

### SapientRazorfish

June 2016 - Present

#### UX Designer | Chicago

- Work as part of the commerce team, specialized to deliver e-commerce solutions built upon the SAP Hybris platform for a variety of large accounts .
- Create wireframes and prototypes, conduct research, create presentation decks, and facilitate frequent internal/client presentations to ensure open communication and agreement across tech, business, design teams and the client.
- Worked on accounts that include:
  - E-commerce redesign, blog design, marketing campaign landing page design and A/B testing variant design for a multi-billion dollar performance apparel company.
  - E-commerce redesign and future UX strategy recommendations for a NYSE listed industrial lighting equipment manufacturer.
  - E-commerce design for a multibillion dollar commercial real estate holding company.

### DESIGNATION

November 2015 - May 2016

#### Designer-in-Residence | Chicago

- One of two graduates selected to become a Designer-in-Residence at a full-stack design bootcamp.
- Applied design thinking to help improve the student experience.
- Worked on internal company initiatives primarily in UX but also UI.
- Worked as the project manager for students completing client work, facilitated morning standups.
- Conducted user research that guided the company's website redesign.
- Assisted students with their projects and answered any questions they had regarding UX principles.

#### UX/UI Apprenticeship | Chicago

July 2015 - November 2015

- Worked with SuFo, a healthcare startup, to incorporate UX into their CME platform.
- Completed UI and branding work for Planet Lab, a crowdsourced education website.
- Learned and applied the foundations of UX and UI design.

### Kqoda LLC

December 2012 - January 2015

#### Owner and Founder | Online

- Founded Kqoda LLC, an online fashion jewelry retailer.
- Recognized and seized the opportunity to source good quality Thai products and sell into the US market at an attractive markup.

## EDUCATION / HONORS AND ACTIVITIES

### University of Virginia

Bachelor of Arts, Spanish  
2011 - 2014

- Graduated with distinction one semester early.
- Sigma Delta Pi Spanish Honor Society.
- Spring, Fall semesters 2014 UVA Study Abroad Program in Valencia, Spain.
- Dean's List: Spring 2014, Fall 2014.