KATARINA LAURITANO
UX/UI DESIGNER

katarinadesign.com
katarina.lauritano@gmail.com
561.236.1263

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
Microinterations	Mobile design

TOOLS

Proficient

Photoshop	Protoshare
Illustrator	Sketch
InDesign	Screenflow
Axure	UXPin
InVision	Keynote
JIRA / Confluence	Rally

Intermediate

Proto.io	CSS3
Omnigraffle	HTML5

Exploring

After Effects	Javascript

LANGUAGES

English	Native speaker
Spanish	Full professional proficiency
Japanese	Limited professional proficiency

EXPERIENCE

Freelance UX/UI Designer
June 2018 - Present

Principal Designer | New York/Remote

- Conduct UX research, assist in functional requirement gathering, create required UX assets, produce wireframes and interactive prototypes.
- Create visual comps and branding assets.
- Interface with client team to ensure alignment and progress.

SapientRazorfish
June 2016 - July 2018

UX Designer | New York

- Worked as part of the commerce team, specialized to deliver e-commerce solutions built upon the SAP Hybris platform for a variety of large accounts .
- Created wireframes and prototypes, conducted research and testing, created presentation decks that synthesize findings, and facilitated 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 multibillion-dollar performance apparel company.
  - E-commerce redesign and future UX strategy recommendations for a NYSE listed industrial lighting equipment manufacturer.
  - E-commerce marketplace design for a multibillion-dollar commercial real estate holding company.
  - Optimization of existing digital platforms including order management software, point-of-sale software and the hotel booking e-commerce flows of a multinational media and entertainment resort corporation.

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 and answered their questions regarding UX principals.
- Conducted user research that guided the company's website redesign.

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.

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.