






LAURA
BLONDI

UI/UX DESIGNER

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ABOUT

Enthusiastic UI/UX Designer with a passion for art and improving people's lives through design. Skilled in identifying user needs, design principles, and collaborating with diverse teams while staying focused and organized.

SKILLS

- User Research
- User flows
- Creating Mood Boards
- Style Guides
- Wireframing
- Design Thinking
- Prototyping

TOOLS

- Sketch
- Invision
- Flinto
- Balsamiq

EDUCATION

- March 2021 | CareerFoundry

UI Design Program

Specialization in Frontend Development

- May 2019 | SUNY New Paltz

B.A. Biology

Minor in Sociology and Evolutionary Studies

PROJECTS

- **Shaded** | UI/UX Designer Dec 2020 - Jan 2021

Founded a cohesive online eyewear brand. Defined the brand mission, principles, imagery, typography, and designed a brand logo. Analyzed competing Ecommerce apps to formulate what performs well in order to increase customer satisfaction and encourage returning use. Established mid-fidelity wireframes, multiple rounds of user testing through prototyping, and created mockups from high fidelity wireframes.
- **Gray** | UI/UX Designer Nov 2020 - Dec 2020

Designed both iOS and Android versions of a native app that allows users to find and apply to jobs, learn how to properly network, interview, and find a mentor within their field. Implemented style guidelines and user flow diagrams to then develop wireframes at all levels, clickable prototypes, and iterative design.
- **Truffle** | UI/UX Designer Sept 2020 - Nov 2020

Pioneered a responsive web app that expedites meal prepping through a personalized experience tailored to the user's taste profile and dietary needs. Using design thinking coupled with user interviews, personas, and a Minimum Viable Product document, I crafted User Flows. Devised wireframes, implemented preference testing as well as several rounds of feedback from clickable prototypes, and high fidelity mockups.

EXPERIENCE

- **Paralegal/ Executive Assistant** Jan 2020 Jan 2021

Kirschenbaum & Kirschenbaum, P.C.

 - Assisted several attorneys in the timely drafting, and filing of legal documents and correspondence supporting case preparation for court appearances, arbitrations, and meetings.
 - Curated and managed marketing for Healthcare Collections Department, completed onboarding for new clientele, and discussed their case options.
 - Collaborated with office manager to streamline banking, record distribution of money, and depositing checks.
 - Managed and scheduled an active calendar of appointments and conference calls.