



# Naomi Lauture

## UI/UX Designer

### Contact info

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### Hard Skills

- Brand Identity
- Typography
- Design Thinking
- User Personas
- Prototyping
- Wireframing
- Usability Testing
- User Research
- Competitive Analysis
- A/B Testing
- User Flows

### Tools

- Figma
- Adobe XD
- Balsamiq
- Adobe Illustrator

### Education Background

- Certificate in UI/UX design, CareerFoundry  
*April 2022–Present*  
Intensive project based online training program consisting of 400+ hours of UI and UX design study and practice. Educated on lean UX, design thinking, research methods and visual design.
- B.S. in International Studies, VCU  
*August 2014–May 2019*

### About Me

UI/UX Designer with a strong background in hospitality. Expertise in empathizing and identifying customer pain points, problem-solving, and leadership. Exceptionally skilled in communicating with upper management, defining and solving issues within the workplace, and highlighting strengths and weaknesses within the staff to promote a better environment.

### Projects

#### CHING

*November 2022– January 2023*

- Designed a money-saving app by creating low to high-fidelity prototypes based on user stories and conducted usability tests resulting in a beginner-friendly app with a swift user experience

#### TeaCart

*October 2022– November 2022*

- Built a tea delivery app by defining the problem within modern medicine, completing a competitive analysis, and constructing an entire UI, which led to less intimidation among users looking to implement natural medicine into their routine

#### OM Yoga

*July 2022– October 2022*

- Created a responsive web design for booking yoga classes by analyzing the wellness industry, conducting user interviews, and creating user personas, which led to a hassle-free experience for those looking to book yoga classes

### Professional Experience

#### Hospitality Coordinator | Great American Restaurants

*September 2019 – January 2023*

- Empathized with guest complaints and provided proper solutions which resulted in a higher customer return rate
- Analyzed the performances of restaurant hosts to place them in proper job positions, which resulted in no traffic flow, giving customers solutions to their needs at a quicker rate
- Coordinated guest seats with proper servers based on level of experience, ensuring customer satisfaction
- Utilized time management skills to train new hires on company hospitality guidelines and problem-solving skills, therefore strengthening staff's confidence in customer service

#### Youth Coordinator | Richmond Peace Education Center

*2018 – 2019*

- Highlighted problems within after school curriculum to create a new prototype, resulting in higher engagement rate and parental satisfaction
- Collaborated with director to come up with newsletter copy and imagery, thereby engaging Richmond community in local events
- Attended to parental distress regarding their children in a compassionate manner, creating a comfortable and safe environment for expressing questions and concerns