

Lauren Petersen

The role you are applying for?

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EXPERIENCE

UI/UX Designer

Carroll

📅 2017 - Present 📍 New York, NYC

Carroll is a company specialized in mentoring and development services in web environments, integrating Microsoft technology products and solutions.

- Worked in a team of 12 designers to provide integrated design solutions for SAP systems all across the globe
- Increased XE Money Transfer registration by 30% after XE.com's website rebranding
- Designed UI, UX and marketing materials for 6 apps and 3 games
- App successfully connected a user base of over 150 babysitters and parents

Senior UI & Junior UX designer

Drouin S.A.R.L.

📅 2016 - 2017 📍 New York, NYC

Drouin S.A.R.L. is an industry leader in creating graphic tablets for creative people and artists. I was part of a digital division focused on iPad & iPhone drawing and productivity apps, most important of which - Bamboo Paper.

- App successfully connected a user base of over 150 babysitters and parents
- Achieved 9.54 out of 10 in satisfaction evaluations among students

UI / UX Designer

Carroll

📅 2012 - 2016 📍 New York, NYC

Carroll is the European leader in the reparation of connected objects. As part of the innovation team, my UI/UX Designer position faced complex challenges that I've had to resolve.

- Did some front end programming (HTML 5, CSS, JavaScript) to build actual web based prototype.
- I have managed to grow the team from 5 to 50 in 5 years.
- Designed and 50+ Mobile Apps with running condition on Google Play Store

UX Researcher / UX Designer

Rau-Ward

📅 2008 - 2012 📍 New York, NYC

Rau-Ward is improving the quality of life and efficiency of business executives by creating software utilizing A.I. and learned behavior.

- Increased the rate of feedback by 30% by enhancing the rating mechanism and overall post-order experience
- Re-designed internal web and mobile apps to increase annual revenue by 34%
- Helped Garrett Audiovisuals online presence grow over 80% per year

EDUCATION

User Experience Design

University System of Georgia

📅 2010 - 2014

STRENGTHS



Aesthetics

Since I'm drawing since I was a kid I was always fond of beauty and art and managed to develop an aesthetic taste over the years.



Art & Female portraits

As the face being the hardest thing to draw in human body I find a challenge and beauty to draw female portraits



Design

Graphic design, DTP, Logo design, Web design, User Interface, User Experience, Product design, Architectural design... Being in different design field helped me develop my skill in different ways and becoming an overall good designer.

ACHIEVEMENTS



Inspiring & Changing People

Everyday I connect with people with our products while building relationships that allow me the opportunity to influence and change people's mentality about physical and emotional health.



Guiding my sons to becoming good men in this world.

I challenge my sons to become men of mindfulness, action, compassion, and honor. Witnessing them being kind and compassionate to strangers and loved ones brings joy to my heart.