

Lauren LaRochelle

UX Designer

Atlanta, GA - Email me on Indeed: [indeed.com/r/Lauren-LaRochelle/be135241fced0899](https://www.indeed.com/r/Lauren-LaRochelle/be135241fced0899)

Authorized to work in the US for any employer

WORK EXPERIENCE

UX Designer

Georgia Aquarium - March 2017 to May 2017

A three week contract as part of a UX team of three, we created Dive Equipment Center (DEC) - A web enterprise system for the Dive Ops team to manage dive equipment inventory and maintenance. Taking their existing manual systems and processes and translating them into a digital experience solved many issues with efficiency, digital record keeping, and communication on equipment status. Product designed to take minimal staff training, format can be incorporated into an existing staff portal, and designed interactions to easily translate to tablet use.

- Conducted surveys and user interviews for research
- Built wireframes and clickable prototype for onsite usability testing
- Conducted three rounds of testing and iterations to reach the best possible solution
- Provided client and developer with research findings, comps, and "given, when, then" annotated wireframes

Operations Manager

Mission: Hope - Atlanta, GA - February 2013 to March 2017

Mission: Hope (formerly Rivers of the World) is a non-profit international community development organization. I used my skills from previous jobs to assist the new Executive Director to build the organization from essentially a "one-man-band" to a thriving and growing organization with handful of talented staff. Throughout my time, my role developed as projects were completed and as other staff came on board to help. My main jobs included:

Communications Manager - developed and executed editorial calendar for print and digital communication pieces on multiple channels including website, email, social media, & print. Implemented organizational move from CiviCRM to Salesforce CRM and managed consultant relationship for customization to achieve marketing and communication's goals for CRM system.

Art Director- in-house graphic designer- oversaw all marketing pieces, identity pieces, and managed brand look. Updated WordPress-based website with content and graphics of news and stories utilizing HTML. Created emails and graphics in MailChimp as well as iContact for Salesforce (utilized HTML and CSS in building custom emails). Used Adobe Illustrator, Photoshop, and InDesign for production.

Travel Coordinator - Assist groups and individuals to plan and organize their overseas mission trips working on ROW projects and initiatives. Connected with in-country staff or partners to organize project needs and logistics. Held team meeting to prepare volunteers for going into another country and culture.

Photographer & Videographer - Compiled library of photographs from various programs and countries to use for various marketing needs. Shot footage in the field and edited videos for various marketing purposes- from short 20 second clips to 3 minute program informational videos. Used Adobe Premiere Pro for editing.

Operations Manager

Divine Lighting - Atlanta, GA - June 2010 to February 2013

Divine Lighting is an eCommerce-only light bulb retailer. I was hired to assist the owner as the small business grew managing day-to-day operations. During my time there I:

- Hired and cultured a team of 4 employees as the owner became less present and hands-on.
- Created a shipping department by setting up a packaging process, an inventory-tracking process, and spearheading a software system change from StoneEdge to Monsoon.
- Set customer service guidelines and processes to ensure timely response and customer satisfaction.
- Managed accounts payable and receivable, incorporating POs into software system.
- Managed supplier and vendor relations and contracts.
- Assisted in marketing efforts by designing print ads, updating the website graphics and product images, and managing our email communications.

Store Manager

Alexis Suitcase - Sandy Springs, GA - December 2007 to February 2010

Alexis Suitcase is a high-end clothing consignment retailer. I started as a part-time sales associate helping customers navigate the store, helping with fitting rooms, and checking out their purchase. Throughout my time there I became a full-time store manager and:

- Oversaw and trained employees
- Assisting the owner with selecting/purchasing clothing and managing inventory
- Used my graphic design skills to help with store signs and print and digital marketing materials.
- Helped the company expand to open a second location in Johns Creek. I worked side-by-side with the owner throughout the process including selecting the location, prepping the space, purchasing and assembling new clothing racks, and hiring new employees.

Graphic Designer

Arabella Papers - Atlanta, GA - November 2007 to March 2008

Formatting and typesetting custom wedding invitations and Christmas cards from a company design template. This was executed in Adobe Illustrator.

Peace Corps Volunteer

Batibo - June 2007 to October 2007

Computer teacher at Jomatt Technical College (High School). Taught computer operating basics and word processing.

EDUCATION

User Experience Design Immersive

General Assembly - Atlanta, GA

March 2017 to May 2017

BFA in Graphic Design

LaGrange College

SKILLS

Adobe Creative Suite, Sketch, Axure, Adobe XD, Photography, Wireframing, Usability Testing, User Experience Design, User Research

LINKS

<http://laurenlarochelle.com>