

WORK EXPERIENCE

EAB

Feb. 2011 - Present

Lead Web Designer — Nov. 2021 - Present

- Designs for web, then codes those designs in HTML and in Sass which compiles CSS, utilizing a GitHub repo per project for version control and pushing from dev to live.
- Exceeds client satisfaction while maintaining the highest number of projects through efficiencies, workload prioritization, and systems thinking.
- Utilizes existing design systems to design and code online experiences (landing pages, graphic emails, applications, etc) that are an extension of the client's brand.
- Creates landing page wireframes and prototypes in Figma in collaboration with the creative team who generate content and write copy.
- Assists in leading a small web design team with meetings, onboarding, and trainings, and cultivating a friendly and collaborative team environment.
- Collaborates with the engineering and product teams to develop and implement a new application platform, problem solving for the best processes for migrating existing applications over, and creating efficiencies for new features moving forward for documentation, coding, and workflow.
- Reviews web projects developed by others to check for brand and design continuity and patterns, inclusive design, responsive design, and product best practices.
- Worked with a small team to build a component-based layout and code library from a React.js framework with the purpose of helping to maintain code quality and coding efficiencies in the web design team, along with providing new layouts and designs for the team to implement and upon which to innovate and iterate.
- Contributes and develops design and technical systems documentation along with training materials on self-managed Confluence pages.
- Partners closely with the creative and product team, account managers, and clients to iteratively refine design and ensure delivery in alignment of brand and messaging.
- Developed close connections with cross-functional leadership and team members to facilitate execution and yield better results, while being comfortable providing SME-level, solutions-oriented feedback in meetings with senior leadership.

Senior Web Designer — Oct. 2018 - Nov. 2021

Web Designer (Adult Learner Recruitment) — June 2017 - Oct. 2018

- Pioneered a new start-up division to market to the adult learner population through several market tests, new products, and new platforms.

Web Designer — Oct. 2015 - June 2017

Senior Art Director — Sept. 2013 - Oct. 2015

Art Director — Nov. 2011 - Sept. 2013

Associate Art Director — Feb. 2011 - Nov. 2011

Lara Latham

Designer & Consultant

May 2008 - 2018

Yogg

Graphic Designer

May 2008 - 2018

ABOUT LARA LATHAM

Lara is a designer and an innovative problem solver. She is highly efficient with her time and processes, cultivating a productive creative environment. Lara is experienced in graphic, web, print, and UX design, along with marketing and branding and identity. She has an affinity for learning and honing new skills as exemplified by her ability to learn front-end development on the job in three months' time.

For the last 13 years, Lara has partnered with colleges and universities to design, code, and market applications, landing pages, and print materials. Whether working independently or in a team environment, she strives to always create the best user experience, following set design systems that support the brand.

CODE & SOFTWARE

Sass / CSS	Adobe Photoshop
HTML	Adobe Illustrator
GitHub	Adobe InDesign
Figma	Microsoft Office
Visual Studio Code	Google Suite
Sublime Text	Slack
JS / jQuery	Workfront
React.js	Confluence
JSON	Acquia

EDUCATION

Virginia Tech

Bachelors of Fine Arts - Graphic Design

Bachelors of Arts - French

Google UX Design Certificate

Completed the Foundations of User Experience (UX) Design through Coursera.