

Erin Lauderdale Long Beach, CA

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Summary

Innovative and detail-oriented Digital Designer with expertise in UX/UI, web accessibility, and front-end development. Adept at problem-solving, collaborating cross-functionally, and delivering high-quality designs that align with brand identity and accessibility standards.

Skills

- **Creative Tools:** Photoshop, Illustrator, InDesign, Figma
- **Web Development:** HTML, CSS, JavaScript, WordPress, Shopify
- **Accessibility:** WCAG 2.1 Standards, Section 508 Compliance
- **Collaboration & Soft Skills:** Version Control, Communication, Attention to Detail, Problem-Solving

Work Experience

Web Designer, Freelance, Long Beach, CA, May 2023-Present

- Designed and developed accessible, responsive websites that enhanced clients' digital brand identity and improved user engagement.
- Optimized and modernized existing websites to achieve WCAG 2.1 AA compliance, ensuring enhanced accessibility compliance across redesigned platforms.
- Implemented UX best practices, reducing user friction and improving contact form submission rates by up to 30% for nonprofit and mission-driven organizations.

Web Designer and Developer, Civitas Collective, Remote, April 2024-November 2024

- Designed and refined wireframes, prototypes, and high-fidelity mockups in Figma, creating intuitive user experiences that aligned with client goals.
- Delivered persuasive design presentations to board members, incorporating feedback to enhance usability, aesthetics, and engagement.
- Achieved and maintained 14K+ monthly unique visitors, driving consistent traffic growth and increasing user retention over six months.

Website Designer, Tech for Campaigns, Remote, June 2024-August 2024

- Developed a comprehensive website style guide, ensuring brand consistency and an intuitive user experience across all digital assets.
- Designed and structured responsive, user-friendly web pages in Figma, improving accessibility and engagement for campaign audiences.
- Collaborated with developers and campaign teams, refining designs through three iterative feedback cycles to maximize usability and functionality.

Production Manager, Imago Theater, February 2021-December 2022

- Streamlined cross-department communication, enforcing deadlines to keep 100% of productions on schedule and within scope.
- Led the production of five touring shows and three original works in the 2022 season, ensuring high-quality performances and seamless execution.

Education

- **UX/UI Design Certificate, University of Oregon, May 2023**
- **Bachelor's Degree, Reed College, May 2019**