

Lerin Osthimer-Studt

UX UI Designer | UX Writer | Graphic Designer

UX UI designer with 8 years in graphic design and a unique blend of Frontend Development skills, seamlessly bridging design and implementation. Committed to crafting user-centric experiences that excel in both form and function.

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Philadelphia

Experience

Lead UX Writer / Content Strategist - Mindful Digits

April 2023 – Present

- Collaborate with the design, product strategy, and research teams to gain in-depth knowledge of all customer needs and turn them into content strategy.
- Develop content guidelines for style as well as tone and voice of all content.
- Oversee writing style and tone for all content on the product and marketing.
- Create specifications and content appropriate for the brand's customer personas.
- Develop editorial strategy, so content is consistent across all delivery platforms.
- Ensure that content strategy meets business objectives.

UX/UI Designer - SpaceLab

April 2023 – June 2023

- Collaborate with a UX Designer and a Developer to build, develop and create a series of 3 donation landing pages that were A/B tested for performance.
- Create awareness through design and provide relevant information about the cause and persuade people to donate.

Freelance Visual Designer

October 2015 – Present

- Select clients include: Earth Designs RED LLC, JC Lauber, University of Denver MBA entrepreneurship challenge, Rainbow Chamber of Commerce.
- Create custom marketing and design solutions using Adobe Creative Suite.
- Manage multiple projects while meeting client deadlines.

Senior Graphic Designer – Tire Rack

October 2015 – March 2022

- Produce print marketing campaigns using Adobe Creative Suite.
- Design layouts, logos, and graphics for magazine advertising, catalogs and mailers distributed to thousands of subscribers.
- Create decals, signage, maps, invitations and other promotional products.
- Contribute to cross functional team campaign planning and brainstorming meetings.
- Export and proof high-resolution 4C PDFs for prepress, digital distribution, web download, or digital forms.

Education

Certificate in User Experience – CareerFoundry

January 2023 - October 2023

- Intensive 600+ hours of training with industry-leading mentors, designed by experts from companies such as Apple and Amazon. All assignments were reviewed and approved by industry experts.

Frontend Development for Designers – CareerFoundry

October 2023 - Present

- Web inspection and basic HTML, CSS stylesheets, responsive CSS, JavaScript plugins, testing and debugging.

Visual Communications / Graphic Design

Ivy Tech Community College | 2011 - 2015

Skills

A/B & Preference Testing
Competitive Analysis
User Personas
Journey Mapping
Card Sorting
User Interviews
User Testing
User Research
Wireframing
Prototyping
UI Design
Print & Editorial
Branding & Identity
Icon & Illustration
Responsive Design
HTML, CSS & JavaScript

Tools

Figma
Sketch
Marvel
Balsamiq
UsabilityHub
Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Dimension
Adobe Bridge
Adobe Acrobat Pro
Adobe XD
Microsoft Word / Excel
Keynote