Lara Tomhave

(Local to Charlotte, NC)

(Portfolio Link: Laratomhave4.com)

**Summary:**

• Versatile designer, creating user-centric content for attracting and building online audiences.

• Passion and excitement for nexus of design skills and user engagement, improving overall user experience and helping users reach goals.

• Dedicated team player with constant drive for personal and professional improvement.

• Repeated success in creating useful, usable, engaging user experiences.

• Gather and interpret qualitative data and quantitative user data, enhancing user experience.

• Strong ability to translate goals, data, and KPIs into high-quality, user-centric designs and experiences.

• Establish and sustain strong partnerships with internal and external business partners, ensuring brand vision and quality are maintained from concept to product execution across multiple platforms.

• Passion for creating inclusive designs in adherence with WCAG standards

Technical & Specialized Skills:

**UI/UX:** Wireframing, Prototyping, Storyboarding, Developing User Flows, Design for Accessibility, Qualitative and

Quantitative Research Methods

**Design / Prototyping:** Figma, Adobe Illustrator, Photoshop, InDesign, XD, Dreamweaver

**Development:** HTML, CSS, WordPress, Front-end Development, Agile and Waterfall Process

**Branding:** Graphic Design, Logo Design, Typography, Marketing

**Professional:** Microsoft Outlook, Excel, PowerPoint, IOS and PC literate, Google Suite

**Experience**

Animal Help Now, Remote (Freelance Consultant) May 2022-Present

**UI|UX Designer and Project Manager**

Coordinate with non-profit leaders and other volunteers on creating and launching an IOS application for a new arm of the

nonprofit.

• Designed the user interface for the launch of the new Pet Help and Rescue IOS App

• Interfaced with a team of developers, designers, and brand manager to map out content architecture

• Created design interface and deliverables in accordance with IOS guidelines and developed high fidelity prototypes in Figma

• Developed and updated branding materials, inclusive of typography, logo, graphics, and website design to drive sales by designing a more user-centric design system.

Wells Fargo, Charlotte, NC August 2022 - October 2022

**Contract UI|UX Designer**

Designed user interface for a complex and dynamic 55-page internal appraisal application form. Analyzed and interpreted the

current form and customer experience as well as identified opportunities for improvement.

• Understood product specifications and user psychology and predict what might work for both

• Produced high-quality solutions by creating high-fidelity mockups in Adobe Illustrator and XD as well as the creation of responsive page layouts using html/CSS.

• Ensured the creation and implementation of customized experiences for the digital user

BELK, Charlotte, NC Oct 2016 – April 2022

**Customer Experience Designer**

Collaborated in evolution of in-store to online customer experience by creating high-quality products with clearly communicated usage, overseeing online presence, and by soliciting and implementing user feedback for improving overall customer experience and growing brand loyalty.

• Executed high-quality brand and visual design deliverables inclusive of branding materials, marketing concepts, prototypes, product development, quality assurance, and project management, achieving product KPIs and cultivating customer loyalty, which resulted in $40M per year in revenue.

• Surveyed product users to assess product quality, usability, and outstanding product opportunities for implementation of design improvements, enhancing user satisfaction with the brand.

• Analyzed user data and competitive landscape via extensive research on leading industry players, inspiring new product designs and marketing opportunities, leading to sales growth of 5% each year.

• Owned all division design / development during Covid-19 staff reductions, achieving division sales goal of $80M for 2021 during a global crisis by quickly reacting to new user feedback and needs, using agile working methods, and clearly communicating and coordinating between key stakeholders.

• Led team of 3 designers in creating monthly marketing opportunities to attract new customers by incorporating feedback of other designers and crafting compelling visual presentations to present to key stakeholders.

• Mentored team of up to 2 junior designers to develop organizational agility and technical skill sets through constructive feedback and encouragement, supporting professional development along with 1 earning a promotion to associate designer.

CHICOS, Fort Myers, FL 2009 – 2016

**Designer**   **February 2013 – October 2016**

Served as lead designer for 4th largest product category. Studied industry trends, product performance, and customer insight to provide compelling user-centered design deliverables. Managed and fostered creativity in team of up to 3 junior designers in support of meeting goals and deadlines.

**Assistant - Associate Designer**  **July 2009 – February 2013**

Partnered in design and development process that generated up to $400M of annual sales for the brand.

**Education | Certifications & Professional Development**

Bachelor of Fine Arts (BFA), Design, Savannah College of Art and Design, Savannah, GA

**Certificates & Training:**

• UI/UX Certification - Coursera

• How to Design for Accessibility: for UX Designers - Udemy

• Responsive Web Design - freeCodeCamp