LORRAINE DUKES

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UX DESIGNER & INFORMATION ARCHITECT

User-experience designer adept in researching, forecasting, identifying and incorporating consumer needs into user-centered Web site designs. Expertise includes:

- User Research:Improve Web site alignment with customer needs through user research that includes in-depth interviews, contextual inquiries and field/diary studies.
- Persona Creation: Lead persona creation to optimize user journeys, develop site maps and construct wireframes enabling effortless navigation.
- Information Architecture: Incorporate IA methods that include card sorting, affinity diagramming, free listing, mental models and search log analysis.
- Usability Testing: Participate in all phases of usability testing in lab and remote settings.

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Work Experience

UX Design Engineer (2016-Present)
Deluxe Corporation
- Lead UX for Banker's Dashboard
- Established UX design as the first stage of all Web and mobile application developments, instituting a user-centered design (UCD) approach.
- Conduct internal and external usability test
- Create user personas
- Conduct software compatibility tests with programs, hardware, operating systems or network environments.

Q/A Analyst (2015-2016)
UserTesting.com
- Design and execute test plans, scenarios, scripts and procedures.

- Develop testing strategies that address areas such as database impacts, software scenarios, regression testing, negative testing, error/bug retests, usability, integrated testing, and performance and stress testing.
- Conduct software compatibility tests with programs, hardware, operating systems or network environments.

Team Manager (2012 to 2015)
Apple Inc.
- Develop and implement processes that enable agile teaming to maximize talent utilization across the customer organization.
- Develop and implement a comprehensive learning systems.
- Develop Design and Deliver executive level communication on organization transformation and business process changes.
- Prepare presentations and to present information to senior managers.

UX Designer (2010 to 2012)
AT&T

- Develop cutting-edge, intuitive, usable, engaging interactions and visual designs for responsive desktop SaaS applications.
- Create and modify design deliverables such as specifications, process flows, wireframes, and mockups.
- Initiate and respond to ideas for innovation/improvements based on research, analysis, and design trends.
- Work in a collaborative environment with developers, testers, and product managers.
- Lead and manage application design from start to finish.
- Identify user needs and business requirements for interaction design.
- Work with our User Research team to develop usability tests to substantiate design approach with analysis & projections for improvements in user interaction.
- Collaborate with cross-functional design teams to ensure consistency across products.

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Education

2014 KENNESAW STATE UNIVERSITY

Certificate in Advanced Web Design and Development

2004 AMERICAN INTERCONTINENTAL UNIVERSITY
Bachelors of Fine Arts in Visual Communications

1997 PLANTATION HIGH SCHOOL
High School Diploma