




# Laurasaladin

PRODUCT DESIGNER  
BROOKLYN, NY

## CONTACT

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## ABOUT ME

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I'm a **Product Designer** with **8 years of experience in media and non-profit administration**. I currently work on **e-commerce and marketing sites** for small businesses, entrepreneurs, and non-profits, primarily building on Shopify or Squarespace. I'm looking to join a fleshed-out design team where I can work on a wider range of **consumer web products, contribute to design systems**, and grow alongside the company.

## SKILLS

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### DESIGN SKILLS

- User Experience Design
- Information Architecture
- User Interface Design
- Responsive Design
- Mobile Design
- Interaction Design
- User Research
- User Flows
- Wireframing
- Prototyping
- User Personas
- Design Evaluation
- Iteration, Implementation
- Project Planning

### SOFTWARE

- Figma
- GSuite
- Maze.co
- Milanote
- MS Office Suite & 365
- Notion
- Shopify
- Squarespace
- Trello
- Adobe Acrobat DC
- Wordpress

## EDUCATION

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### DESIGNLAB

UX Academy (2022)

### FLORIDA STATE UNIVERSITY

B.A. Art History (2014)

## EXPERIENCE

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### PRODUCT DESIGNER

Dedicated Co. | 2021 - present

I offer UX/UI Design consulting for Dedicated Co.'s clients, where I **drive the design phase end-to-end**. Deliverables include research reports, project parameters, wireframes, high-fidelity mock-ups, and UI Kits. Projects are done in collaboration with a project manager and front-end developer. The design projects I have led have seen an **increase in site conversion** and **streamlining of company processes**.

#### Projects in Development:

- Spring and Mulberry PDP update (stage: design iteration)
- Dionis Skincare slide cart redesign (stage: design)
- 24HR Fitness social campaign microsite (stage: build)
- Michael Bruce Consulting website redesign (stage: build)
- Eden Bodyworks e-commerce site redesign (stage: build)

#### Completed Projects:

- Teachers Unify website redesign
- Anyway Magazine Blog feature
- Anyway Magazine's email marketing campaign
- Tech-Payments website redesign
- Candela homepage redesign

### SENIOR PROGRAM COORDINATOR

Women Make Movies | 2017 - 2021

I managed the Production Assistance Program, which provides fiscal sponsorship and production resources to over 380 film projects at varying stages of production. In my first 90 days, I **streamlined 5 years of administrative backlog** for my department and created and maintained **comprehensive documentation** detailing program processes and procedures. I assisted with the **organization's launch of a new website**, spearheading the migration of my department's content to the new site. I also **increased registration to educational webinars by 400%** and applied for competitive New York State grants with an average **success rate of 72%**.