

Laura Robert-Ubaechu

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PROFILE

Aspiring visual and UX designer with a foundation in user-centered design principles acquired through formal education and personal projects. Committed to creating elegant and usable experiences that meet user needs and professional goals. Have 4 years of professional experience in sales through which customer service, problem-solving, and communication skills were acquired and have contributed to personal understanding of the UX design process.

WORK EXPERIENCE

MarketSource Inc

Clark, New Jersey

Account Sales Representative

May 2021 - Present

- Assess the needs and limitations of customers to curate the ideal mobile experience through Consumer Cellular or other prepaid service options
- Achieves a monthly highly productive rating of 90%

EDUCATION

Seton Hall University, South Orange, NJ

Bachelor of Arts | Art, Design, and Interactive Multimedia | May 2024

GPA: 3.93

Graduated Summa Cum Laude

Grow With Google UX Design Certificate | 2024

Completed a seven course certificate program on the UX design process

PROJECTS

Cozy Book Corner

South Orange, New Jersey

UI/UX And Brand Designer

October 2024 - December 2024

- Conducted a brand design of Cozy Book Corner, a bookstore, including logo, stationery, magazine ad, and e-commerce mobile app
- Performed a competitive analysis of 3 mobile bookstore apps to understand typical user flow and to highlight any pain points
- Devised a full user journey from homepage to checkout through Figma
- Presented finished design to the approval of peers and professor

Gods & Myths Museum Website

South Orange, New Jersey

UX And UI Designer

February 2023 - April 2023

- Initiated museum website design to make booking easier for users who are individuals and educators organizing field trips
- Performed a competitive analysis of other museum websites and user tested early design concepts on prospective users
- Formulated wireframes and a prototype of responsive site through Figma
- Finalized a completed user flow of booking tickets for target users

D.O.V.E (Division of Volunteer Efforts)

South Orange, New Jersey

UX And UI Designer

March 2022 - May 2022

- Lead collaboration with 3 others to design a dedicated website for DOVE, a volunteering organization at Seton Hall University
- Interviewed potential users consisting of current DOVE members and interested volunteers to analyze pain points on current pages for DOVE on main Seton Hall website
- Organized the main brand identity through designing logo and choosing choosing main colors
- Designed website on Figma with process of sketching, wireframing, and prototyping

SKILLS

- **Software:** Adobe Photoshop, Illustrator, and XD; Figma; Wix; GitHub; Microsoft Office; Google Suite
- **Technical:** Wireframing, Prototyping, User Research, Usability Testing, Visual Design, Responsive Design, Illustration, 2D Animation, Customer Service, Sales
- **Soft:** Communication, Problem-Solving, Customer Service, Adaptability, Fast Learning, Collaboration