Jody Harris Laflen

UI / UX Designer

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PROFILE

Results-driven professional with diverse experience in creating exceptional user experiences. Well-versed in visual design, illustration, prototyping, wireframing, storyboarding, data analysis, data visualization, front-end development, video editing, and design thinking. Skilled in leading design of two features for Microsoft enterprise-level software tool, involving user research and usability testing. Demonstrated expertise in translating complex requirements into intuitive and visually appealing designs that align with business goals. Instrumental in collaborating with cross-functional teams to deliver innovative and user-centered solutions.

AREAS OF EXPERTISE

- UI/UX Design
- Information Architecture
- Usability Testing
- Interaction & Visual Design
- Research Development & Testing
- Team Collaboration & Leadership
- Technically Advanced
- Project Management
- Product Development & Design
- Strategic Planning & Execution
- Process Improvements

EDUCATION

Master of Science in Human-Centered Design & Engineering
University of Washington, Seattle, WA

PROFESSIONAL EXPERIENCE

Freelance HCI/UX Designer   2021 to Present
User Research/Graphic Design, Mercer Island, WA (Remote)

Engage with emerging startup ventures on various design, prototyping, and usability testing initiatives. Orchestrate comprehensive design of entire user interface and user interface library for NFT art dealership application utilizing Adobe CS and Figma on the iOS platform. Play instrumental role in usability and growth project as consultant for startup, Proxi, digital service company. Conduct extensive research and implement information architecture and design tools for large website dedicated to provide dietary substitutions for individuals with medical dietary restrictions. Deliver user testing and persona development as well as create storyboards, with involvement in front-end development.

Key Accomplishments:

- Implemented creation of 2 innovative, user-centric features for MS Whiteboard (web/mobile) during period spanning January to 2023, using usage of Figma and responsive design
- Crafted award-winning graphic and visual design solutions for a national power-lifting organization using Adobe CS.
- Spearheaded user research, design, wireframing, usability assessments, and prototyping for website redesign of an urgent care clinic.
- Executed graphic, icon, logo, poster, packaging design, and produced product prototypes, including both 2D and 3D design work for private clients.

Executive Director   2013 to 2020
Dean of Institute for Business & Information Technology

Acted as primary product advocate for all stakeholders. Devised and implemented strategic consortium to develop shared virtualized server by addressing user pain points, related to accessibility in COVID-19 pandemic, which granted users access to software resources. Conducted inclusive usability testing, user satisfaction assessments, card sorting exercises, and storytelling, while regularly ensuring currency and relevance of the products.

Key Accomplishments:

- Developed user-centered educational products before and during COVID-19 pandemic, leading to a remarkable increase in tuition/sales by more than 30%.
- Advocated for products with stakeholders, customer/user base, and communicated external data findings to leadership, while promoting interaction design products.
- Led and recruited talented teams in identifying usage scenarios and use cases, conducted, and collaborated on user and usability studies, and facilitated focus groups and research to inform design and implementation of four products, resulting in initial year revenue exceeding $1M and expanded community impact.
- Championed teams in formulating strategies, developing design systems, analyzing data, and leveraging storytelling techniques to create instructional products for technology education, including conducting user research, engaging with stakeholders, and prototyping designs.

Executive Director/Dean of Business   2009 to 2013
Information Technologies & Creative Arts Division, Seattle Central College, Seattle, WA

Led diverse cross-functional team in my role as architect and product manager for the Mobile Application Development Specialist professional certificate program. Collaborated with industry partners, faculty, and subject matter experts to develop curricula focusing on mobile technology innovation. Partnered with ADA Office to execute usability tests on educational products to enhance development of more inclusive modalities for adult students with disabilities by leveraging specialized technology and universal design principles, improving classroom experiences.

<u>Key Accomplishments:</u>

- Received ADA Accessibility Award for delivering exceptional performance.

- Initiated development, UX research, design, and implementation of multi-modal IT Programs facility, while introducing five-degree programs and multiple credential products in the field of technology.

    *Additional experience as **Program Chair/Faculty Advisor/Professor** at Int'l. Academy of Design & Technology in Seattle WA and Chicago, IL.*

TECHNICAL PROFICIENCIES

Tools & Software: Figma, Adobe CS (Ai, Ps, Id, XD, Ar, Ae), Zeplin, Axure, Sketch, HTML/CSS, GitHub, Maxon Cinema 4D, Generative AI, Balsamiq, Canva, Freehand, Rhino/Grasshopper, design systems, UI libraries and style guides, graphic design, Office 365, Google Workspace/Docs, GitHub, Microsoft Teams, Slack, Discord, Miro, FigJam, Invision, Teams/Whiteboard, Zoom, and Veertly.

Programming Languages: HTML5/CSS3, Python, MongoDB, CodePen, Visual Studio, Wix, Squarespace, Dreamweaver, and Information Architecture.