

# UX | VISUAL | PRODUCT DESIGN

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## Summary of qualifications

Extensive and well-rounded understanding of design **elements** and **principles**; highly skilled in **creative thinking**, design, and execution. Enjoy developing and managing projects through all stages of the design process from initial **concepts**, **quick sketches**, **user flows** and **wireframes** to polished **visual designs**. Passionate about **engaging user experience** and eager to **collaborate**, learn, and tackle diverse challenges each day.

9.2013 - Present:

### *Tapjoy* **UX Design Lead - Dashboard**

- Responsible for the UX and UI of Tapjoy's **business-to-business dashboard**
- Develop a thoughtful experience that transforms the dashboard into a **self-service** product
- Created a new **process** for Product and Engineering to partner with design in order to develop **user-centered products**
- Closely coordinate with **UX Researcher** to develop **user testing prototypes**
- Work closely across multiple teams in order to create **new product concepts** and wireframes

4.2012 - 8.2013:

### *Electronic Arts* **Interaction Designer**

- Responsible for the user experience of **Origin.com**, EA's next generation digital distribution platform for games
- Improved the user experience of Origin eCommerce by helping **redesign Origin.com** worldwide
- Widgetized 'Buy Now' pages across EA, benefitting **the user** and creating a strong **unified brand** for the company
- Created flows for **global identity system** for users across all platforms, including **web, client, mobile, and console**
- Developed **IA maps** of the user's journey to create a **seamless experience** between game teams and users
- Successfully worked with **outside agencies** while providing **detailed wireframes** and design justifications to developers
- Created **cross-platform designs** which provide solid, concise, and consistent interactions that further the brand
- **Efficiently partnered** with Product, Engineering, and Operations while explaining the **importance of UX** across all platforms

4.2009 - 4.2012:

### *Wikia* **Interaction Designer**

- **Managed** a small team of sales and marketing designers
- Developed and maintained new product **style guide** that aligns design and front-end engineering
- Redesigned Wikia's core feature, **Rich Text Editor**, while working closely with **front-end developers** to execute design
- Worked closely with engineering to **unify user experience** and UI details throughout the site, reusing code when appropriate
- Helped Wikia premium sales team **double advertising** revenue from 2009-2010

3.2007 - 6.2011:

### *Freelance* **Branding, print, and web design**

- **San Francisco Ethnic Dance Festival** 30th Annual commemorative tote bag — **competition won**
- Created logos, brand identities, and printed collateral for various clients, including **Invisible Children** and **ConnectWell**
- Designed website, interactions, and wrote copy for **NomNommer.com**

Everyday:

Expert in the latest versions of **Photoshop**, **Illustrator**, and **InDesign**, but enjoy starting work in **Omnigraffle**. Working knowledge of **JavaScript**, **CSS**, **HTML**, and other web standards. Of course, no stranger to **whiteboards**, **dry-erase markers**, **pen**, and **paper**. Colors for Life **Board Member**, Iron Man fanatic, avid **Funko Pop!** collector, dog lover.

Education:

**Fashion Institute of Design and Merchandising**  
**Associate of Arts Degree in Graphic Design 2009**