Laura Zuk

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Experience

Senior Product / UX Designer
Community Co • Jul 2022 - Present

Designed flows, prototypes, and managed analytics for a cross-platform app. Defined and built design systems, integrated accessibility best practices into the product. Led projects, creating roadmaps for new features and conducted usability tests with users.

UX / UI Designer
aPriori • Sept 2020 - Jun 2022

Worked on a variety of engineering apps, creating technical designs and information architecture. Conducted user tests and client interviews. Created userflows, wireframes, and prototypes. Lead designer on the main app. Trained UX team in Figma.

UX / UI Design Contractor
Federal Reserve Bank • Nov 2019 - Aug 2020

Created, managed, and conducted user research studies to help increase user engagement, document, and analyze the data. Worked with stakeholders to design and develop new UI systems for both internal and external websites. Began implementing Scrum practices in a 10 person team.

UX / UI Designer & Scrum Master
Omega Engineering • Jul 2018 - Nov 2019

Developed UX and UI for apps and website functionality. Designed wireframes and prototypes. Conducted A/B tests and user surveys. Managed cross team projects. Led trainings on multiple softwares, programs and content management systems.

Web Design Intern
TripAdvisor LLC • 2015

Created userflows, designs and modules to be tested and implemented on the live website. Edited and optimized hundreds of images for the search by airline feature. Primarily used Adobe CC and Sketch.

Software

Figma, Figjam, Adobe Creative Cloud (Photoshop, Illustrator, In Design, AfterEffects, Premiere Pro, Adobe XD), Jira & Confluence, Sketch, HTML, CSS, InVision, Freehand, Miro, Mural, Balsamiq, Zeplin, Google Analytics, Pendo, Segment, Trello, Fullstory, Qualtrics, Microsoft Office, Slack, Microsoft Teams, Skype

Skills

Prototyping, Design System Development, Usability Testing, Strategy Development, Surveying, Task Flows, Team building, Wireframes, Workshop Planning, Personas, User interviews, Documentation

Education

Northeastern University

Boston, MA
BFA in UX Design 2018
Minor in International Affairs
Dean's List 2013 - 2018
Merit Scholarship recipient

Advanced Figma Certified

Maven, October 2023