

LAUREN FREZZA

User Experience Designer

CONTACT



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Lauren Frezza



www.laurenafrezza.com

EDUCATION

Michigan State University /

Aug 2016—May 2020

Bachelor of Arts & Letters

User Experience (UX) Major

Dean's List: Spring 2017—Spring 2020

3.87 GPA, with honors

TECHNICAL SKILLS

- Sketch
- Adobe Illustrator
- Adobe Photoshop
- InDesign
- UX
- UI
- UX Research
- Digital & Physical Prototyping
- Wireframing
- Mockups
- User testing
- Content management
- IA
- Visual Design
- Interaction Design
- Typography
- Illustration – sketches, digital

EXTRACURRICULARS

Chi Omega Sorority / *Sept 2016—May 2020*

- Fundraised for Make-a-Wish foundation. Granted 3 wishes.
- Donated & volunteered to other Philanthropic organizations

Apparel Chair of Chi Omega Sorority /
October 2017—October 2018

- Sole appointed apparel designer for 150+ members
- Sketched designs that would appeal to buyers & represented brand image
- Implemented a feedback procedure
- Teamed w/ Executive Board members
- Acquired skills in timeliness, team collaboration, appealing to a specific audience, and communication

PROFESSIONAL EXPERIENCE

UX UI Designer / *Mar 2021—Present*

Start My Lease (SML Technologies)

- UX and UI designer of website
- Assist in brand development by creating products and services based on end user needs

Product Designer / *May 2020—Jan 2021*

Team Study

- Designed a wearable additive for face masks that reduces exposure of COVID-19 aerosols and droplets
- Developed user-tested mockups and prototypes
- Centered design principles around accessibility and usability

UX Product Designer / *Jan 2020—May 2020 *COVID restricted**

Intern at MSU College of Arts & Letters

- Designing an accessible and innovative wearable product to reduce the causes of SIDS (Sudden Infant Death Syndrome) with a user-centered approach
- Wireframing and prototyping an interactive digital app with content that embodies an innovative experience for parents
- Prototyping wearable products on a 3D printer and conducting iterative user-testing with products
- Conducted user-research with 2 different Preschools in 2 different cities, collecting critical information from 100+ parents, a key user group
- Collected vital SIDS statistics from the State of Michigan Attorney General Child Abuse and Neglect Department
- Collaborated with Detroit Ascension St John NICU (Neonatal Intensive Care Unit)

Website & Graphic Designer / *June 2019—August 2019*

Intern at ProVisions, LLC.

- Visual designer & content creator for 5 new child pages on company's website, www.provisions.ws
- Gathered extensive research on properties with team member to elevate marketing & content material for website. Presented our research and proposals to CEO.
- Edited property images via Adobe Illustrator and Photoshop to create marketing material for website and brochure content
- Improved, updated, and edited existing website content
- Created visuals via Adobe Illustrator and Photoshop for annual Camp Michigania hosted by the University of Michigan Alumni Association, which was featured on the Wall Street Journal

Content Strategist / *June 2019—August 2019*

Intern at Quain Media

- Led a team of 4 in branding Quain Media's new subsidiary digital branding company, CyberTooth
- Content creator, writer, & editor for CyberTooth promotional video scripts. Script topics included content management, user-friendly websites, importance of social media presence, & appealing to a specific user group.