



LanaeFelice

UX & Product Designer

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Highlights

- Uncovered unforeseen truths through user interviews that redirected scope and direction for a childrens' learning platform.
- Led a team to redesign an employee evaluation experience to increase retention.
- "Lanae's professional experience is nearly unmatched when it comes to communication and reading the needs of different personalities on our team. She is quick to adapt to change and discover problems and works collaboratively with the team to find solutions, which made my product development seamless."

- Shining Sprouts Founder

Summary of Skills

Research

- Problem Framing with Stakeholders
- UX Research Planning
- User Interviews
- Journey Mapping
- Information Architecture
- Presenting Research Results

Design

- Wireframing & Prototyping
- Usability Testing
- Iteration from Test Results
- Workshop Facilitation
- Data Visualization
- Style Guides

Software & Tools

- Figma/Adobe XD/Sketch
- Adobe Suite Design Products
- Lucid Chart/Visio
- Mural/Miro
- Optimal Workshop
- Basic: HTML, CSS, JS, SQL

Experience

UX Researcher & Data Analyst, Compassion International

Nov 2020 - Present

- Facilitated journey mapping workshops over cross-functional teams to improve the processes involved in how products map to funds and create a portal for employees to access these processes. (*Tools: Visio, Zoom*)
- On an agile scrum team, cleaning and analyzing data for a better user experience. (*Tools: SQL, Excel*)

UX & Product Designer, LF Designs (personal LLC)

Apr 2019 - Present

Highlights

- Drove iteration through IA and usability testing to create high-fidelity prototypes. (*Tools: Figma, Optimal Workshop, Zoom*)
- Prioritized a product roadmap by aligning the team on goals and vision. (*Tools: Miro*)
- Uncovered user pain points through interviews & diary studies, to direct product enhancements. (*Tools: Miro, Google Docs, Excel, Zoom*)
- Facilitated discovery through research, personas, and user flows to inform redesign. (*Tools: Invision Mood Board, Illustrator, Lucid Chart, Mural*)
- Drove branding ideation of a new start-up by capturing intention from stakeholders. (*Tools: Miro, Invision*)

Roles & Clients

- **Product Designer**, Shining Sprouts (children's learning dashboards & website)
- **User Researcher**, Strong Lean Happy (fitness app)
- **UX Designer**, Tarryn Lambert Consulting (shop page in Wordpress for gabigarrett.com)
- **UX/UI Designer**, Sentrilock (commercial lockbox dashboard & app)
- **Product Designer**, Strong Free Lady (fitness app for breast cancer survivors)
- **UX Designer & Brand Strategist**, TekMate (automated product builder)

Recreation Specialist & Redesign Team Lead, City of Aurora

May 2015 - May 2018

- Uncovered root problems of employee frustrations through focus groups, stakeholder and internal user interviews, surveys and research. (*Tools: Excel, SurveyMonkey*)
- Answered employee pain points with a dashboard prototype to give managers an engagement toolbox. (*Tools: Adobe XD, Illustrator, Lucid Chart*)

Leadership

Board Member, Denver UX Newbies

- Increased membership base from 250 to 1250 members within 1 year.
- Helping the UX community by seeking out and engaging with top notch speakers, organizing and moderating monthly educational events.

Board Member, Denver UX

- Bringing all UX groups in Denver together on slack and through a more structured website redesign.
- Organizing and promoting quarterly events.

Advisory Board President, Arapahoe Community College

- Helping improve the Design program at Arapahoe Community College by moderating a quarterly panel of professionals who gather to discuss industry trends and ideate solutions for a better program.

Education

M.S. Industrial/Organizational Psychology, Alliant International University

B.A. Psychology, University of Cincinnati

Graphic Design & UX Certificate, Arapahoe Community College

UI & UX Design Courses, Design Lab