

Jordan Lavender | UX Designer & Researcher

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WORK EXPERIENCE

Seasonal UX Designer & Researcher Cincinnati, OH
Fifth Third Bank

- -Work with user experience team members to **research, concept and design** intuitive experiences that simplify complex functionality.
- -Help facilitate collaborative working sessions within an **agile environment**, such as design thinking, story mapping and design sprints.
- -Create recommendations in the form of **site maps, user flows, wireframes, and interaction-based prototypes** for project initiatives.
- -Support user research activities, including **usability testing, heuristic evaluations and user interviews**.
- -Collaborate with multi-disciplinary team to advocate user needs, as well as **understand business goals and technical capabilities**, to move forward customer centric strategies.
- -**Work with development** through implementation to ensure the desired user experience is carried through.

Freelance UX Designer & Researcher Orlando, FL
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- Define and conduct research, conceptualization, testing, and implementation of the design process.
- Create deliverables including wireframes, prototypes, etc.
- Redesign sites to enhance navigation and improve visual appeal.

PROJECTS

Teen Zelle Account: Peer to peer payment app designed for teens and parents with vibrant brand expression and user friendly.

Tools used: Sketch, Abstract, Miro

NFL Mobile App: Enhancement of app to allow it to be a user centric site allowing patrons more autonomy and options.

Tools used: Google Forms, Miro

City Cycles: User centered app and website designed to upgrade and streamline the online reservation process.

Tools used: Figma, Miro

PROFILE

UX Designer/Researcher focused on brand and user experience with a strong background in Front End Development.

EDUCATION

University of Michigan, 2023
User Experience Research & Design Specialization Certification

Skillcrush, 2023
-Front End Developer Intensive Track Certification
-UX Design/Research Intensive Track Certification

University of Virginia, 2015
B.A. Media Studies

SKILLS

Agile Methodologies
SDLC
Wireframing
Prototyping
Usability Testing
Sketching
Qualitative Interview
Heuristic Analysis
Affinity Mapping

PROGRAMMING LANGUAGES

HTML5/CSS3
Figma
Sketch
Abstract
Miro
Adobe Photoshop
Illustrator
InDesign

Unplugged Retreat: Multi page, user focused website for a tech retreat company.

Tools used: HTML5, CSS3, Photoshop

AWARDS

World Silver Medal, 2019

4x4 USA World Relay Team