

Theresa Laurence

UX Designer and Researcher

I'm a User Experience Designer and Researcher with an extensive career background in journalism and communications, bringing a curious, empathetic, and collaborative mindset to your team. I solve problems for users, focused on the right solutions that meet both customer and business needs.

UX DESIGN + RESEARCH EXPERIENCE

UX Researcher and Writer

UX Rescue September 2021 - present

Lead research and writing for remote team of UX designers building a new website for King Safe Safari, a Uganda-based tour operator

- Determined research methodology; wrote user interview scripts, recruited users and conducted interviews, synthesized results to influence website design
- Wrote, edited, and organized content to meet both stakeholder and user needs

Freelance UX Designer

Musgrave Pencil Company March-July 2021

Reviewed Musgrave's e-commerce site and made recommendations to create a simpler and more enjoyable shopping experience

- Identified inconsistencies in navigation, organization, and language throughout the site
- Designed wireframes in Adobe XD, based on client interviews, Google Analytics data, and UX review of site

Web Designer

Bethlehem Center December 2020 - January 2021

Assisted 100-year-old Tennessee nonprofit re-design and build a new website to better serve clients and connect with donors

- Structured menu items and pages for easier navigation, to increase user engagement and decrease bounce rate
- Updated text and visual design elements to showcase the organization's mission and story

UX Consultant

Turismo Spot April-May 2020

Partnered with Brazil-based company Turismo 360 to optimize their travel blog, strengthen brand identity, and create a more engaging end-to-end user experience.

CONTACT

Email:

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UX Design Portfolio:

<http://www.uxfol.io/theresa.laurence>

Writing Samples:

www.TheresaLaurence.com

Linkedin:

www.linkedin.com/in/theresa-laurence/

SKILLS

UX Research
User Experience Design
User Interviews
Storytelling
Personas
Wireframes
Prototypes
Usability Testing
Information Architecture
Site Maps
User Journey Maps
Digital Strategy
UX Writing + Microcopy
Content Audits
Heuristic Evaluations
Competitive Analysis
Accessibility
Problem Solving
Team Collaboration

TOOLS

Figma
Adobe XD
Miro
InVision
Google Suite
Slack
Trello
Microsoft Office
WordPress

- Conducted in-depth competitive analysis and UX/UI design analysis of Turismo site
- Synthesized results of two Optimal Workshop card sorts and reviewed Google Analytics data to revise the site's information architecture

Mobile App Researcher and Designer

PlayQuest

October 2019-March 2020

Independently researched and designed an original iOS app to help families stay active together

- Conducted primary user research, including 44 online surveys and six personal interviews
- Evolved the design from pencil and paper sketches to wireframes to high-fidelity mockups
- Integrated User Interface elements—including typography, color palette, icons, and images—into a cohesive scheme
- Oversaw two rounds of in-person and remote usability tests with interactive prototype, and incorporated feedback into further design iterations

CAREER HISTORY

Award-winning journalist with two decades of experience writing, editing, and photographing for print and digital media outlets

Writer and Photographer

Tennessee Register newspaper

March 2001-May 2021

- Drove editorial vision and content strategy of bi-weekly newspaper with 19,000 print subscribers
- Conducted five or more interviews per week; wrote 3-5 stories per publication cycle; took photographs for stories
- Edited daily email newsletter, which has 1,300 subscribers and above industry average open and click rates
- Curated website content to ensure accuracy of stories and all related assets
- Initiated social media sharing guidelines to boost engagements with posts and drive traffic back to website

Freelance Writer

East Nashvillian magazine

April 2011- January 2019

- Pitched and wrote feature stories for bi-monthly community magazine with an average print run of 15,000 copies

EDUCATION

Bachelor of Arts,

Spring Hill College

UX Design Certificate,

Springboard

Currently studying to become a Certified Professional in Accessibility Core Competencies (CPACC) through the International Association of Accessibility Professionals (IAAP).

VOLUNTEER

UX Rescue

Nashville UX Meetup

WITT, Women in Technology of Tennessee

Catchafire

AWARDS

Three-time winner, Writer of the Year, from the national Catholic Media Association

AUTHOR

Author of a forthcoming biography of Sister Sandra Smithson and the history of Nashville's Black Catholic community

Contributing author to the book, "Tennessee's New Abolitionists: The Fight to End the Death Penalty in the Volunteer State"