

# 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:

[TheresaMLaurence@gmail.com](mailto:TheresaMLaurence@gmail.com)

### UX Design Portfolio:

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

### Writing Samples:

[www.TheresaLaurence.com](http://www.TheresaLaurence.com)

### LinkedIn:

[www.linkedin.com/in/theresa-laurence/](http://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"