

Lauren Granato

Product Designer

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Dynamic and highly imaginative interactive design visionary, armed with a proven track record in business development, gamification, and client relations. Fueled by an unwavering passion for design, I am on a mission to craft extraordinary solutions that not only meet but exceed expectations, driving optimal results. As a critical thinker, I relish every opportunity to contribute to team triumphs through my unyielding work ethic, meticulous attention to detail, and masterful organizational expertise.

WORK HISTORY

Senior UI/UX Designer, LiveLike Inc - Feb. 2022 to May 2023

- Shaped product success by adding new and amplifying existing features such as quests and NFTs.
- Conducted user interviews and A/B testing to determine pain points within the CMS.
- Improved product usability by establishing a design system for the CMS and acted as a project manager for the implementation of the new design system.
- Designed prototypes for RFPs and marketing materials.
- Developed a new design documentation that facilitated team communication and organization.

Visual Designer, Sharplink Inc (Prev. SportsHub Technologies) - Sept. 2018 to Feb. 2022

- Collaborated cross-functionally on projects with share holders, project managers, front end developers, and client design teams.
- Transformed intricate concepts into visually compelling and simplified designs that precisely aligned with project specifications, enhancing overall project clarity and effectiveness.
- Successfully deployed products across diverse platforms, including mobile, desktop, and web applications, ensuring a consistent and optimized user experience across various devices and interfaces.
- Deployed products for mobile, desktop and web applications.

UI Specialist, RCN Capital - Jan. 2021 to Sept. 2021

- Simplified a complex internal system to visually adapt to the current needs of brokers and lenders.
- Advocated for new ideas and gained buy-in from director and VP roles and above
- Used industry standard programs to create wire frames, mockups and prototypes for stakeholders.
- Diligently conducted quality assurance (QA) testing to meticulously verify the developmental accuracy of designs
- Implemented visual consistency across multiple platforms.

EDUCATION

University of New Haven, 2016

BA Graphic Design Minor: Photography, Marketing

Career Foundry, 2018

Certificate in UI Design

Certificate in Front End Development for Designers

SOFTWARE/SKILLS

UX/UI Design

Adobe Creative Suite

Typography

User Psychology and research

G-Suite

Color Theory

Visual Communication

Wire framing and Prototyping

Clear and Effective communication

Figma and Sketch

HTML & CSS

Outstanding attention to detail

Figjam/Invision

Responsive Design

Flexible and adaptable