

# Laura Ford

Product Designer & UX Researcher

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## Education

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### Savannah College of Art and Design Expected Graduation May 2022

Bachelor's of User Experience Design, Minor in Business Entrepreneurship  
4.0 GPA, Chancellor's List 2018-present

## Internship Experience

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### Impactive Remote; 03.2021-present

#### Product Design Intern

Collaborating and problem-solving on a team of five, I ensure human-centered solutions for a mobile application and web-app that organizes volunteers for political grassroots outreach. Working as an end-to-end junior project manager, I design for improved UI, communicating changes to the developer team, and planning and conducting user testing.

### Deloitte & SCADpro Collaboration Savannah, GA; 03.2021-06.2021

#### UX Research Team

On a student team of thirteen, I aggregate secondary insights to develop discussion guides, surveys, and observational studies to then organize and deploy research teams. I conduct primary data affinity mapping to visualize into relational ecosystems, ultimately delivered to Deloitte's clients in the commerce industry.

## Work Experience

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### Mamie Ruth & M. Liz Studios Savannah, GA; 11.2020-present

#### Creative Assistant & Sales

Supporting the retail avenue of two designers, I offer creative solutions to everyday problems and project oversight from designing to executing ideas. I manage social media, balance client-based needs, and create branded graphic design.

### Savannah College of Art and Design Savannah, GA; 04.2019-04.2021

#### Writing Tutor

With twelve thirty-minute appointments a week, totaling 480 students a year, I analyze and amend student work to encourage problem solving, structural improvement, detailed editing, and organization of ideas.

## Awards

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2021 Indigo Design Awards: 4 Gold, 15 Silver, 7 Bronze Awards 04.2021  
2020 Indigo Design Awards: 2 Silver, 1 Bronze Award 04.2020  
2020 Singapore Creative Communication UX and UI Design Award 10.2020

## Skills

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Research: Trend Analysis, Contextual Research, User Testing, Affinity Mapping  
Design and Prototyping: Figma, Sketch, Illustrator, InDesign, Photoshop  
Languages: Familiar in CSS, HTML, JavaScript, Java, C++  
Collaboration: Management, Organization, Timelines, Presentation