

Laura Ford

Product Designer & UX Researcher

laurakellyford.com
lkford99@outlook.com
864.266.6224

Education

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

Impactive Remote; 03.2016-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 a 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 Intern

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

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

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

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