

Laura Merino

UX DESIGNER

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PROFILE

As a Latina immigrant who grew up in Russia and lives in America, I have developed a wide range of interests and picked up many skills, but I found a direction that perfectly aligns with my background - UX Design. My multicultural background instilled in me a sense of curiosity that allows me to empathize with people whose lives and experiences drastically differ from my own. In addition, my four-year experience as a business consultant has taught me invaluable skills to effectively analyze, identify, and correct inefficient processes in businesses.

SKILLS

Visual Design

Figma, Sketch, InVision, POP App, Optimal Sort, Zeplin, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign

Natural Languages

Native proficiency: English, Russian, Spanish
Limited working proficiency: French
Elementary proficiency: German

Data

Python

EDUCATION

BrainStation | Diploma, User Experience Design

FEB 2023 - MAY 2023, MIAMI, FL

General Assembly | Certificate, User Experience Design

JAN 2022 - MAR 2022, REMOTE

Google | Certificate, Foundations of User Experience Design

FEB 2022, REMOTE

Pomona College | Bachelor of Arts in Russian and Eastern European Studies

AUG 2015 - DEC 2019, CLAREMONT, CA

- Award – Outstanding leadership in the Russian Program
- Award – Outstanding service to the German and Russian Department

PROJECTS

Lead UX Designer | [InnerVoice](#)

MAY 2023, UKG HACKATHON CHALLENGE

- Together with 3 software engineers and a UX Designer, we researched, designed, and developed a solution to foster meaningful connections between employees and managers within 24 hours

End-to-End UX Designer | [Safeli](#)

MAR 2023 - MAY 2023, BRAINSTATION

- I created a mobile solution for transgender people to identify queer-friendly businesses, using the Double Diamond framework

UX Designer | [Better Friend](#)

MAR 2022, GENERAL ASSEMBLY

- Using Figma, I created a prototype of an app whose key goals were to reduce anxiety around communication with friends

EXPERIENCE

Business Consultant | The Cave Kosher Bar & Grill, LLC

FEB 2022 - MAY 2022, HOLLYWOOD, FL

- Designed company branding for print and digital media to create a distinct, uniform brand identity
- Maximized profits by introducing food cost analyses which resulted in an additional \$3,000 weekly profit

Business Consultant & Manager | Magnum Public Adjusters, LLC

DEC 2018 - MAY 2022, FT. LAUDERDALE, FL

- Established Standard Operating Procedures to streamline employee output and reduce the need for oversight and instruction
- Designed visual company branding to communicate the company's vision to its clients
- Programmed industry software for company-wide automated use which increased productivity by 33%
- Demonstrated attention to detail by catching and correcting mistakes while auditing the Accounting Department to ensure financial accuracy