

Laura Zinssmeister

UI/UX DESIGNER

I'm a designer of digital things with 10+ years of design and front-end development experience. I am passionate about creating delightful, elegant, and functional designs, interfaces, and graphics.

EXPERIENCE

- Senior Designer @ Southwest Airlines**
September 2015 - July 2016
Responsible for design and strategy for larger marketing initiatives, implementing and developing brand standards and design processes, and mentoring junior designers.
- UX Designer @ Docusign**
July 2014 - September 2015
Led design for DocuSign Admin, designed and developed wireframes, prototypes and UI assets, contributed to User Research initiatives, and led design team effort to develop and maintain living brand style guide.
- Design Consultant @ Trekaroo.com**
December 2013 - July 2014
Conducted user interviews, proposed new site architecture based on interview results, developed personas, wireframes, and UI assets for responsive version of site.
- Product UI Designer @ Rafter, Inc**
July 2012 - September 2013
Functioned as one of five hybrid designers/ front-end developers, designed and developed interfaces for Rafter's digital products, established and defined brand and development styleguides.

EDUCATION

Concordia University, Nebraska
BFA, Graphic Design
2004

SOFTWARE SKILLS

- Photoshop** ●●●●●
- Illustrator** ●●●●●
- Sketch** ●●●●●
- Axure** ●●●●●
- Sublime Text** ●●●●●
- Invision** ●●●●●

SKILLS & EXPERTISE

- User Interface Design** ██████████
- Visual Design** ██████████
- Prototyping** ██████████
- Wireframing** ██████████
- Typography** ██████████
- Style guides / Branding** ██████████
- Mobile Design** ██████████
- Responsive Design** ██████████
- HTML/CSS** ██████████

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