

# Laura Cunningham

Senior User Experience Designer • [linkedin.com/in/lauracu](https://www.linkedin.com/in/lauracu)

**OBJECTIVE** To lead the user experience design of impactful desktop and mobile applications defined by their visual refinement and ease of use.

**SKILLS** **INTERACTION DESIGN**

Well-versed in usability heuristics and interaction design trends. A strong believer in simple, intuitive user interfaces that employ visual hierarchy, color, and motion to guide and engage. An evangelist of user research to shape feature sets and user flows directly from human behaviors.

**VISUAL DESIGN**

Trained in fine arts and graphic design with a discerning eye for typography, layout, and color. Practiced strengths in the production of high-fidelity screen compositions for desktop and mobile.

**COMPUTER**

SOFTWARE: Sketch, Adobe CS, InVision, Axure RP

LANGUAGES: HTML/CSS *Proficient*, JavaScript *Intermediate*

**EXPERIENCE** **SIGNIFY, FORMERLY PHILIPS LIGHTING: SENIOR USER EXPERIENCE DESIGNER**

2017 2 YEARS, CURRENT

Responsible for the design and user research of several products across the business including the Interact developer portal, professional connected lighting applications, a common account experience, product catalog enhancements, and IoT cloud management applications. Work from high-level feature planning to pixel-level details to bring a user-centered mindset to our products. Conduct user interviews for discovery and concept validation. Produce clean, on-brand UI design and clear specifications for engineering. *Remote / Burlington, MA*

2015 **MEED MOBILE: SENIOR USER EXPERIENCE DESIGNER** 1 YEAR

Created engaging mobile experiences focused on rewarding consumers for downloading and trying new apps. As a UX team of one, designed for iOS and Android while employing gaming mechanics to influence user on-boarding and retention. Meed Mobile was formed from the incentivized advertising team at Fiksu. Apps include FreeMyApps, Clutch, and Plunder League. *Northampton, MA*

**FIKSU: SENIOR USER EXPERIENCE DESIGNER** 1.5 YEARS

Drove user experience as a solo designer at an ad tech start up. Gathered insights from internal users and conduct surveys to build web-based dashboards around actual task flows for maximum productivity and ease of use. In close collaboration with product management, identified requirements and quickly delivered designs to multiple engineering teams. Internal projects include overhauling tools for campaign performance analysis and campaign creation. Client-facing interfaces include new tools for on-boarding, building custom audiences, and running campaigns. *Boston, MA*

2010 **HERE, A NOKIA BUSINESS: SENIOR USER EXPERIENCE DESIGNER** 4 YEARS

Led the design of HERE's new place discovery application and travel guide authoring tool. Engaged with product development from the earliest stages: defining use cases, minimum marketable product, and information architecture. Created high-fidelity mockups for guiding stakeholders and proof-of-concept prototypes; followed by detailed visual design and wireframe specifications. Presented design direction in the form of design principles and component libraries. Worked closely with Agile engineering teams and implemented UI directly as needed. Collaborated with user researchers to plan and analyze user testing. Previously worked on Nokia Pulse, a cross-platform messaging application. *Cambridge, MA*

NEXT PAGE

# Laura Cunningham

Senior User Experience Designer • [linkedin.com/in/lauracu](https://www.linkedin.com/in/lauracu)

## EXPERIENCE **NOKIA: USER EXPERIENCE DESIGNER** 1 YEAR

**CONT.**  
2009 Designed Nokia's first touchscreen instant messaging offering in collaboration with leads while satisfying device, brand, and program requirements. Liaised with product management, development, and quality assurance throughout the entire product life cycle. Produced clear and detailed application specifications covering multiple platform variants. Conceived and illustrated concepts for future integrated email, SMS, and instant messaging solutions. *Burlington, MA*

## 2008 **CBT ARCHITECTS: GRAPHIC AND INTERACTION DESIGNER** 1 YEAR

Provided versatile graphics support for a large, Boston-based architecture firm. Built sophisticated Flash presentations for the acquisition of new work. Maintained and contributed to CBT's intranet and corporate website. Other internal work includes the layout of proposal materials, video editing, and the design and production of posters, mailers, and e-campaigns. Client work consists of identity design, book design, signage, and Flash-based visualization tools. Succeeded under tight deadlines working directly with all levels of staff as well as clients and vendors. *Boston, MA*

## 2007 **CREATIVE:MINT: WEB DEVELOPER AND GRAPHIC DESIGN CONSULTANT** 1 YEAR

Collaboratively designed for print and screen with the firm's creative director. Initial work consisted of identity design, motion graphics, and web design. Later hired to develop sites using PHP, MySQL, and HTML/CSS. Built business sites for a number of clients including Ghirardelli Square of San Francisco, Creative:Mint, and motion graphics for Fidelity. *Providence, RI*

## **NINEDOT DESIGN AGENCY: GRAPHIC + INTERACTION DESIGN CONSULTANT** 1 YEAR

Took a prominent role at a small agency executing branding and web design projects for a variety of local businesses. Prepared numerous design options for presentation: adapting design and production schedules to fit project budgets. Redesigned and built the firm's new website using the latest web technologies. *Providence, RI*

## **EXPERIENTIA DESIGN CONSULTANCY: DESIGN INTERN** 2 MONTHS

Demonstrated motivation and creativity in an intensive two month internship with a skilled team of interaction designers. Concentrated on concept work for T-Mobile, SwissCom, and CVS Pharmacy. Designed and built Flash presentations of interface designs for mobile phones and instant messaging software. Contributed to research in upcoming communication technologies. Composed books presenting user-driven experience design concepts for a major client. *Turin, Italy*

## 2003 **FREELANCE DESIGN** 5 YEARS

Starting as a self-taught high school student, researched, visualized, and developed websites, identity marks, and printed materials for design agencies, small businesses, and clients' personal projects. Cultivated business, communication, and web programming knowledge through client interaction and the development process. *Groton, MA and Providence, RI*

## EDUCATION **RHODE ISLAND SCHOOL OF DESIGN** 2004-2007

DEGREE: Bachelor of Fine Arts, Graphic Design  
*Providence, RI*

## **CHAMPLAIN COLLEGE** 2003-2004 *Transferred*

COURSEWORK: Multimedia and Graphic Design  
*Burlington, VT*