Ebony Lazare

UX Designer

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Savvy goal-oriented professional who has a knack for building simple and scalable solutions to complex problems. As a relationship builder and critical thinker, I understand the importance of connecting with the end users' wants/needs to deliver experiences that are valuable, useful, and enjoyable.

Selected Projects

Georgie

A responsive web app that helps new and seasoned dog owners train their pups from the comfort of their homes.

Software: Zoom, Figma, UserTesting, Optimal Workshop

Truist Bank Redesign

Redesign part of a responsive web product interface.

Software: Figma, Zoom, UserTesting, WordPress

Plan Ahead

Budgeting feature for a web app.

Software: Figma, Optimal Workshop, WordPress

Experience

EL Pilates / Pilates Instructor

- Current and past companies include: Exos, Chelsea Piers, Asphalt Green, and Equinox.
- Analyzes, values, simplifys, and forecasts challenges yielding customer growth 10% YOY.
- Actively applying key UX principals: Engagement, Trust, and Emotions to design processes, policies, and procedures to advance continuous workflow for various demographics while providing quality service.

Penguin Random House / Sales

- Achieved a 98% customer feedback score, conducted market research, and identified customer needs.
- Collaborated cross-functionally synthesizing data with teams to craft presentations, frameworks, and deliverables while building strong relationships increasing sales 10% YOY.

Education

CareerFoundry / Certificate in UX Design

2021- 2022

A 14-month long intensive focusing on high-impact learning and real-word examples fusing fundamental UX theory with relevant industry skills that included the designing and creating of native and responsive web apps.

Pace University / MS Publishing

Coursework included understanding, planning, and delivering the product around the consumers' needs in digital and book publishing.

Thesis: Digitalization and Its Effects in Book and Magazine Publishing

East Carolina University / BA Communication

Coursework focused on problem-solving and its critical role in local everyday engagements to global change.

Skills

Design: Wireframes • Prototypes • Sketches Responsive Web Design • Native Design User Flows • User Personas • User Research Journey Maps • Information Architecture • Interaction Design • Usability Testing • User Interviews • Accessibility • Visual Layout and Hierarchy

Technical: Figma • Adobe XD • WordPress Microsoft Office Suite • HTML • CSS • Miro Google Analytics • UserZoom • UserTesting • Photoshop • Ilustrator • Google Docs • Google Slides • Google Drive