

Lauren Carriker

Web & UX Designer

User experience centered designer committed to excellent online experiences that solve business needs.

Contact

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www.laurencarriker.com

Education

Virginia Commonwealth University, 2003
Richmond, VA

Bachelor of Fine Arts in Graphic Design
Minor in Computer Science

Scholarships

Academic Common Market (Out-of-State Tuition)
VCU Provost Scholar (In-State Tuition and Fees)

Skills

- Exceptional skills in Adobe Dreamweaver, Adobe Photoshop, MS Office Suite, OmniGraffle, HTML, CSS
- Experience with JavaScript, JQuery, PHP, Adobe Flash, ActionScript, WordPress, ExpressionEngine

Experience

Senior Web Designer/UX Project Lead – Fall 2010 to Present

Dow Jones & Company – South Brunswick, NJ

- Art direct 'look and feel' of new product while maintaining brand identity
- Work closely with project managers, technology team leads and frontend developers to maintain a consistent design experience
- Identify usability challenges and recommend best practices
- Gather and document application and UI requirements
- Provide site map diagrams and wireframes for product teams
- Responsible for creating and updating HTML/CSS assets
- Manage style guide and pattern library for junior designer reference
- Monitor and improve junior designers' performances and presentation skills

Consultant/Freelancer – Spring 2008 to Fall 2010

User Designer and Email Marketer – Morristown, NJ

Clients included Dermatology Associates of Morris, Victorian Gardens at Wollman Rink in Central Park, and Zamperla, Inc

- Assessed and evaluated client and user needs for websites
- Increased clients ROI through education and execution of usability best practices
- By practicing web standards, delivered sites were viewable in multiple types of media (e.g. cell phones)
- Created custom sitemaps, wireframes, designs for each website
- Developed and maintained hand-coded HTML/CSS for client websites
- Setup Content Management Systems (CMS) to streamline clients' workflow
- Maintained liaison with vendors to ensure requirements were met
- Strategized, designed, coded, and tested email marketing solutions for clients
- Built and delivered regular email marketing campaigns
- Monitored email marketing statistics to see to campaign successes
- Updated existing/inherited client sites while ensuring branding consistency
- Networked with industry and local business groups to drive business

Web Designer – Spring 2006 to Spring 2008

National Leisure Group/World Travel Holdings – Woburn, MA

- Lead Web Designer/Usability Expert in Vacation Outlet home page redesign project
- Steered BJs Vacations redesign to match new branding materials, resulting in increased traffic
- Designed, coded, and delivered new email templates with notably higher click-through rates for campaigns of over 170,000
- Worked with copywriters, developers, and product managers to design pages, advertisements, weekly email campaigns, and 'marketing minisites' for Vacation Outlet and BJs Vacations
- Assisted in the creation of cruise promotional materials and advertisements for 3rd party websites like Hotwire, Orbitz, and Priceline

Web Designer – Winter 2005 to Spring 2006

Royall & Company – Richmond, VA

- Turned mock-ups and designs into HTML/CSS college recruitment websites for colleges nationwide like Fordam University, Virginia Commonwealth University, and Wabash College
- Client facing technical representative at client/team brain storming sessions
- Developed, delivered, and monitored email marketing campaigns
- Wrote and presented education materials for print designers about designing for the web

Web Designer/Developer – Fall 2003 to Winter 2005

Oliver Creative – Richmond, VA

- Designed and developed websites for local businesses
- Coordinated projects with vendors hired to assist in project overflow

United Parcel Service (UPS) – Summer 2002

Web Intern – Baltimore, MD

- Led intranet redesign project using information architecture, design, and development
- Used research created from interviewing department heads and studying employee needs on location