

Laura Cunningham

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OBJECTIVE To lead the design of applications seamlessly tailored to their audience—defined by their ease of use, visual refinement, and engaging experiences.

SKILLS **INTERACTION DESIGN**
Well-versed in the key principles of usability. A strong believer in simple, intuitive user interfaces that leverage layout, color, and motion for the optimal user experience. Highly focused on user goals, context, and desired behavior with careful consideration of research and analytics.

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, Prototyping: InVision and Axure RP
LANGUAGES: HTML *Proficient*, CSS *Proficient*, JavaScript *Intermediate*, PHP *Intermediate*

EXPERIENCE **FIKSU: SENIOR USER EXPERIENCE DESIGNER** <1 YEAR, CURRENT
2015 Drive user experience at an engineering-first ad tech start up. As the first UX designer at Fiksu, bring an awareness of usability, information hierarchy, and visual sophistication to the company's products. Gather insights from internal users and conduct surveys to build interfaces around actual task flows for maximum productivity and ease of use. Deliver design direction, specifications, and assets to a half dozen engineering teams while championing a common UI framework to improve the front end development process across the organization. Re-architect both internal and external dashboards in favor of the user. Revamp the look and feel of FreeMyApps, an incentivized mobile downloads platform with 1.6 million monthly active users. Internal projects include overhauling tools for campaign performance analysis, audience building, and campaign creation. Client-facing interfaces include brand new solutions for account, creative, and app management. *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 through by producing visual design and wireframe specifications with the utmost attention to detail. Gave 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 researchers to plan and analyze user testing. Connected with Berlin-based colleagues regularly to gather design input and coordinate efforts. Previously worked on Nokia Pulse—a location-based messaging application for Nokia, iPhone, Android, and web platforms—with full responsibility for the Windows Phone and Symbian variants. *Cambridge, MA*

2009 **NOKIA: USER EXPERIENCE DESIGNER** 1 YEAR
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 lifecycle. 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*

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- EXPERIENCE
- CBT ARCHITECTS: GRAPHIC AND INTERACTION DESIGNER** 1 YEAR
CONT. 2008
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. Major clients include Miami University of Ohio, Curry College, and Blackstone Properties. *Boston, MA*
- 2007
CREATIVE:MINT: WEB DEVELOPER AND GRAPHIC DESIGN CONSULTANT 1 YEAR
Collaboratively designed for print and screen as a student with the firm's creative director. Initial work included the identity, motion graphics, and website for Providence Pictures—a local television production company. Later hired to develop websites devising a PHP- and mySQL-based Content Management System allowing agency and client control of site content. Built business sites for a handful 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
SUPPLEMENTARY COURSEWORK: Cognitive Linguistics at Brown University
STUDY ABROAD: Renaissance Painting Techniques in Italy
Providence, RI
- CHAMPLAIN COLLEGE** 2003–2004
MAJOR: Multimedia and Graphic Design *Transferred*
COURSEWORK: XML and CSS Programming, Adobe CS Training, and Flash Development
Burlington, VT