

# CHRISTY LAPERRIERE

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UX Designer and Researcher with 5 years of experience creating products based on user feedback designed to optimize individual customer journeys. Looking to bring my experience to UX teams.

## PROFESSIONAL EXPERIENCE

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Cooper Hewitt, Smithsonian Design Museum, New York, NY May 2021 – Present

### UX Designer

- Created user stories and product roadmap to define milestones for on-site interactives.
- Designed prototype of interactive storytelling game to present exhibit information and allow visitors to learn graphic design skills in collaboration with external agencies.
- Developed surveys and conducted user testing in order to define end-to-end product vision and scope of API documentation site based on experiment data.

Pratt Institute, Center for Digital Experiences, New York, NY Aug 2020 – Present

### UX Strategist

- Championed a user-centered perspective and UX best practices through user research, content strategy, and the design of high-fidelity prototypes for Brooklyn Museum, School of Visual Arts, Peale Center, Hoptale, and Variable West.
- Created and presented user journeys, task flows, and management plans to communicate strategic benefits of embracing new trends and complying with accessibility standards.

Adobe, Remote May 2021 – August 2021

### Product Manager Intern

- Diagnosed WCAG 2.1 Accessibility Standard violations and escalated to appropriate teams.
- Designed high-fidelity mockups of a personalized subscription management workflow based on the analysis of 300+ support conversations and 1:1 interviews with 15+ stakeholders.
- Recommended prioritization of a customized approach expected to generate \$10–15M ARR, reduce support calls by 10K, and increase retention by 60%.

SightPlan, Orlando, FL April 2019 – July 2020

### Associate Product Designer

- Coordinated VUI project through redesign of company answering service, leveraging machine learning and NLU and presented proof of concept; Achieved 250k ARR.
- Developed brand assets, animations and style guides to establish visual identity through creation of logos, color palettes, UI elements, and typography.
- Designed onboarding workflows and community messaging features based on customer feedback and competitive benchmarking; Presented high-fidelity prototypes.

University of Central Florida, Orlando, FL May 2018 – Jan 2020

### UX Researcher

- Co-led participatory design study to investigate how communities can co-manage their mobile privacy and security decisions using survey data and lab user testing techniques.
- Designed app based on research findings and conducted usability testing of features; results published in two academic journals and poster presentations delivered in five conferences.

Lowe's Companies Inc., Sarasota, FL May 2017 – Aug 2017

### Web Analyst

- Conducted usability testing with end-users to analyze potential pain points in purchasing flow on mobile and web interfaces; suggested improvements to the site's user experience.
- Performed heuristic evaluation of customer facing site to document customer journey and analyze potential improvements to user workflows.

## SKILLS

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**UX Design:** UI/UX and Interaction Design Skills, Information Architecture, Visual Communication, Prototypes, Mockups, Illustrations, Wireframes, Illustration, Asset Creation, Brand Design

**UX Research:** Quantitative and Qualitative Methods, Persona Development, Competitive Analysis, A/B Testing, Journey Maps, Guerilla UX Research, Usability Testing, Surveys, Interviews, Focus Groups, Heuristic Evaluations, Data Analytics, Statistics, Information Visualization, Research Briefs

**UX Strategy:** Product Roadmaps, Design Strategy, Feature Prioritization, Agile Software Development, Customer Lifetime Value, Product Lifecycle, Product Requirement Docs (PRD)

**Tools:** Figma, Adobe Creative Cloud, Sketch, Miro, UserZoom, HTML5, CSS3, Javascript, Python, R

## EDUCATION

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Pratt Institute, New York, NY August 2020 – May 2022

**MS Information Experience Design** - 4.0 GPA

- Courses: Interaction Design, Human-Centered Design, Projects in UX Design, Data Analytics, Data Visualization, Advanced Projects in Data Visualization, Audience Research

University of Central Florida, Orlando, FL August 2016 – May 2020

**BA Digital Media, Web Design & Development** - 3.9 GPA

- Courses: Statistics, Human Factors Engineering, Communication, User-Centered Design, Design for Accessibility, Front-End Development, Computer Science, Social Media Design
- As President of Design + Code Club acted as a mentor for design and engineering peers, led officers, and organized training courses on producing sketches, wireframes, and UI trends.

## PUBLICATIONS

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Themed Attraction May 2021

**The Effects of Social Dynamics in Immersive Experiences**

Workshop on Usable Security and Privacy (USEC) February 2019

**Designing a Mobile Application to Support Social Processes for Privacy**

ACM on Human-Computer Interaction (CSCW) January 2019

**Co-Designing for Community Oversight: Helping People Make Privacy and Security Decisions Together**