Laszlo Rendas

Lead User Experience & Product Designer

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🖥 LaszloRendas.com

Skills

UI/UX Design

Sketch, Adobe Photoshop, UX Pin, Low Fidelity Wireframes, High Fidelity Wireframes, Rapid Prototyping, InVision, Accessibility, Storyboarding, Interaction Design, Mobile Design, Human Centered Design

UX Research

User Research, Usability Testing, Personas, A/B Testing, Ethnographic Studies, Use Cases, User Stories, Content Analysis, Content Inventory, Competitive Analysis, Comparative Analysis, Card Sorting, Information Architecture

Work Experience

Lead UX / Product Designer, Sep 2018 - Present Boeing, Seattle, WA

Advocate and advance User Experience Design principles within the company and teams. Colaborated with users, developers, and business focals to provide a Quality first approach to product designs.

- Create and iterate on style guide, UX Architecture, and UX strategy for projects and teams within company
- Lead and mentor fellow designers to further the UX field within the company and help others grow within the field
- Work with Project Managers, Product Owners, and Users to prioritize and build out features of products
- Continually test designs and learn from Users what issues they encounter and how to solve for them

UI/UX Designer, September 2014 - Present Freelance, Seattle, WA

Translate concepts into wireframes and mockups that lead to intuitive user experiences. Design and deliver wireframes, user stories, user journeys, and mockups optimized for a range of devices and interfaces.

- Create wireframes, hi fidelity mockups and UX documents to effectively conceptualize high-level interaction behaviors
- Increased user retention on websites through the use of analytics and user testing
- Strengthen relationships within cross-functional teams by increasing communication and workflow
- Coached companies on how to best appeal to their customers in the interest of increasing revenue

User Experience Designer, Jan 2018 - July 2018 Quest Diagnostics, Kansas City, MO

Responsible for conceiving new solutions and up keeping legacy system for a variety of users. You must be able to manage multiple projects and user bases daily. Must be able to quickly change design approach when given new information.

- Work with business analysts and product owners to better understand business needs
- Partner with development and QA teams to build and validate designs
- Conduct usability testing to improve designs in order to fit user needs

UX Designer and Researcher, June 2016 - Jan 2018 Barkley, Kansas City, MO

Independently design, run/moderate and analyze usability studies, both online and in-person. Translate recommendations and data-driven decisions for feature/function concepts into visual designs such as wireframes and prototypes.

- Incorporated data-driven insights to guide UX strategy and design
- Reduced length of discovery phase while increasing effectiveness and knowledge gained
- Optimized designs for enhanced user experience through user research and testing
- Ensure consistency with standards and guidelines, including brand compliance

UX Design Intern, May 2015 - August 2015 Crema, Kansas City, MO

Have solid design thinking fundamentals. Work well in a collaborative team setting. Results driven, guided by principles and best practices, and thrive in a fast-paced, iterative environment. Creative problem solver, and pay attention to detail.

- Helped jumpstart user research at a design focused agency
- Contributed to acquiring new clients and projects
- Improved the user experience of a charity website resulting in an increase of donations to save children with cancer

Education and Certificates

Certified ScrumMaster (CSM) Scrum Alliance | March 2017

MAS. Human Factor and Usability Testing Missouri Western State University | May 2016

BA. Industrial/Organizational Psychology Pennsylvania State University | May 2013