# Laszlo Rendas

User Experience (UX) Designer

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## Skills

**UI/UX Design**

Sketch, Adobe Photoshop, UX Pin, Low Fidelity Wireframes, High Fidelity Wireframes, Rapid Prototyping, InVision, Accessibility, Storyboarding, Site Maps, Interaction Design, Mobile User Experience

**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

**User Experience Designer, Jan 2018 - Present**  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

**UI/UX Designer, September 2014 - Present**  Freelance, Kansas City, MO

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

**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