

# LAUREN BUROKER

---

www.laurenburoker.com | 317-362-8251 | hello@laurenburoker.com

## EDUCATION

### Human-Computer Interaction

Masters Certification  
IUPUI

May 2016 GPA: 3.9/4.0

### Visual Communication

Bachelor of Fine Arts  
Ball State University

May 2013 GPA: 3.8/4.0

## TOOLS

- HTML/CSS
- InVision
- Balsamiq
- Sketch

## FIELDS OF INTEREST

- Human-Computer Interaction
- Human Factors
- Interaction Design
- UI/UX Design
- Visual Design

## METHODOLOGIES

- Heuristic Evaluation
- Cognitive Walkthrough
- Competitive Analysis
- Personas/Scenarios
- Storyboards
- Wireframes
- Rapid Prototypes
- Usability Testing

## FOLLOW

@LAUREN47304

## OBJECTIVE

As a user experience designer, I aspire to research, design, test, and iterate digital products through collaborating with development teams to deliver unique interfaces that allow users to interact effectively, increasing overall customer engagement.

## EXPERIENCE

**Motionwear Inc.**, Graphic Designer.....03/17 —

**Self Employed**, Freelance Designer.....06/12 —

**Roche**, Human Factors Engineer.....08/16 — 02/17

**Angie's List**, Ad Designer.....10/14 — 08/16

**Wiley Publishing**, Project Coordinator.....02/14 — 10/14

## PROJECTS

**STORM active wear**.....2017

Role: Lead Visual Designer

Duties: Brand launch, Branding, Packaging design, Web consultation and cognitive walkthrough and end-user testing, Photo shoot artwork coordination, Social media campaign support.

**Accu-Chek Connect Application**.....2016-2017

Role: Lead Human Factors Engineer

Duties: FDA alignment study and research, UI consultation, Heuristic evaluation, Cognitive walkthrough, provide support to Training, R&D, Risk Management, and Product Manager.

**"Winestien" Application Design Concept**.....2016

Project Role: Project Manager, UI Designer, UX Researcher  
Deliverables: High Fidelity Prototype, Storyboards, Research, and Presentation

Scope: *Winestien analytically presents percent match data collected from user preferences, educating the user on flavor notes and history of the wines they explore, locally or globally.*

**"Digital Companion" Digital System Design Concept**.....2015

Role: Project Manager, UX Designer

Deliverables: High Fidelity Prototype and Audio-Visual Presentation  
Scope: *Digital Companion is a digital system design concept created to assist Baby Boomers better age in home through a scalable design featuring a virtual assistant that can schedule appointments, update calendar, confirm online grocery orders, and even hail an Uber.*