

Laura Jaworski | Product Designer

SUMMARY

Multi-disciplinary designer with over 20 years of experience, integrating strategic planning with visual design to deliver impactful user experiences and drive business success. Adept at collaborating with cross-functional teams and managing end-to-end projects.

PROFESSIONAL EXPERIENCE

Bank of America, Remote (Contract)

Senior User Experience Designer

August 2024 - Present

Supported portfolio that focuses on employee-facing applications used by the Bank and Lending Product and Global Operations teams.

- Revamped third-party legacy application to streamline manual check returns process.
- Created user-friendly toolbar to improve efficiency of check image handling.
- Designed universal widgets for document management in global environment.
- Developed unified GenAI model testing tool, streamlining workflows for key user groups.
- Researched associate needs for dashboards to improve productivity and metric tracking.
- Defined core user flows for a conversational AI semantic search experience.

User Experience Designer

December 2021 - November 2023

Supported the Enterprise XD team, focusing on employee-facing applications to enhance contact center agents' efficiency in servicing financial customers

- Guided strategic direction of legacy application migration to one unified system.
- Consolidated three softphones into one universal product, supporting 18 business lines.
- Led UX and research efforts through multiple releases, improving call transfer process.
- Designed multiple releases of a cross-product refund tool, supporting 5 business lines.

PayPal, Remote (Contract)

User Experience Designer

April 2024 - June 2024

Initiated and guided the redesign process of the company's HR intranet hub, setting the foundation for improved usability and functionality

- Conducted UX audit, providing actionable recommendations to elevate user experience.
- Enhanced pitch decks with storytelling, incorporating UX best practices and processes.
- Identified accessibility risks, advocating for compliance to improve inclusivity.
- Drafted a research plan, focusing on improved information architecture.

FundEvolve, Remote

UX/UI Designer

July 2021 - August 2021

Contributed to the architecture of a financial dashboard for a startup website aimed at helping women manage their finances

- Collaborated directly with founder/CEO on project scope and prioritization.
- Designed three critical user journeys for the minimum viable product (MVP).
- Created medium-fidelity prototypes and conducted usability testing.

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CONTACT

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CORE COMPETENCIES

Visual Design
Strategy
Project Management
Research
Branding
Information Architecture
Wireframing
Prototyping
Usability Testing
Collaboration

EDUCATION

Springboard Online Bootcamp

Certificate of Achievement

UX/UI Design Career Track

September 2021

Capella Online University

Certificate of Achievement

Building Mobile-Friendly Experience

June 2016

Fashion Institute of Technology, NYC

Bachelor of Fine Arts Degree

Advertising Design

May 2000

TOOLS

Software

Figma, Figjam, Sketch, InVision, Miro,
Adobe XD, Illustrator, Photoshop,
InDesign, Premiere, Acrobat;
KeyShot, Microsoft Office

Markup & Programming Languages

HTML, CSS, JavaScript, JQuery

Frameworks

Bootstrap

Content Management Systems

Webflow, WordPress, Joomla!,
Wix, Product Cart

Project Management Software

Jira, Asana, Monday, Wrike

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Barrette Outdoor Living, Egg Harbor City, NJ

Lead Visual Designer

March 2017 – March 2020

Orchestrated development of a national online fence retail brand and e-commerce website

- Managed the project from inception to launch within a \$100K budget.
- Ensured seamless collaboration with C-level executives and external partners.
- Organized a large product database, enhancing user navigation and searchability.
- Created content strategy to bolster sales, aligning with user needs and market trends.
- Delivered brand platform, high-fidelity mockups for web pages, and all design assets.
- Designed and produced thirty instructional videos to improve user engagement.

LJ Communication Design, Remote

Freelance Design Consultant

September 1997 – March 2017

Produced diverse project-based work for clients spanning financial, energy, printing, non-profit, health & beauty, food & beverages, real estate, automotive, and retail services

- Wrote proposals, directly collaborating with business owners and partners.
- Provided visual design and front-end development services on-time and within budget.
- Deliverables included web design, e-commerce, branding, and marketing collateral.

FantaSea Resorts, Atlantic City, NJ

Lead Visual Designer

June 2014 – March 2016

Oversaw the redesign of a corporate website and created digital marketing campaigns for three timeshare properties and a travel destination

- Ensured project alignment and enhanced communication among key stakeholders.
- Developed a comprehensive content strategy, ensuring a user-centric digital experience.
- Created detailed wireframes, prototypes, and high-fidelity mockups.
- Oversaw the creation of numerous marketing videos, improving SEO performance.

ACCU Staffing Services, Cherry Hill, NJ

Lead Visual Designer

April 2006 – June 2014

Established a portfolio of digital products to recruit job seekers and market top talent to regional HR clients

- Initiated technological upgrades, optimizing efficiencies and business objectives.
- Led three iterations of website, focusing on improving user experience and interface.
- Implemented intranet platform, facilitating interdepartmental self-service features.
- Created a user-friendly interface for job applicants, securing better data quality.
- Developed digital marketing strategies, expanding reach of potential talent and clients.

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