

Lara Federspiel
User Experience Designer

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Experience	Marriott x SCADpro <i>Jan '22 - Present</i>	Project Manager Led design team of twelve for Marriott collaboration to improve in-room hotel operating systems.
	SCAD StartUp <i>March '20 - Present</i>	Director Director of the largest student-run design competition at SCAD. Led a team of over 50 students and industry professionals to achieve the goal of 400+ multidisciplinary student sign-ups. Raised \$100k to support four local, minority-run small businesses in Atlanta and Savannah.
	Deloitte x SCADpro <i>June '21 - Aug '21</i>	Design Lead Led design team of nine for Deloitte collaboration to help the public empathize with the military. Promoted communication between the military and the Department of Defense. Spearheaded personae development, concept ideation, and visual communication.
	Impactive <i>March '21 - May '21</i>	Product Design Intern Collaborated with a multidisciplinary team of six to develop human-centered solutions for a political grassroots outreach system. Constructed insights from user data to design comprehensive UI and communicate changes to the developer team.
	FullCircle LLC <i>Sept '20 - Feb '21</i>	Lead UX Designer Led a team of twelve developers, psychologists, and entrepreneurs to design a gamified community to make asking for help easier for Gen Z. Constructed user flows, comprehensive UI, user-friendly outreach support, and led user interviews to establish empathy within the app.

Education	Savannah College of Art and Design <i>2019 - Present</i>	BFA, User Experience Design Design Sprint Lead, FLUX - UX Club Design Director, Impact Conference Outreach Lead, Leaders of Inclusive Thinking Ambassador, SCADpro
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Skills	Figma	Procreate	Visual Design	Adaptability
	Adobe CS	User Research	Processing (Java)	Storytelling
	Miro	Wireframing	Information Architecture	Empathy
	Rhino 3D	Prototyping	Visual Communication	Team Collaboration