

PAUL LAWLOR

UX DESIGNER

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SKILLS

UX Design | Wireframing, Information Architecture, Figma Prototyping, Affinity Mapping, Accessibility Design, Responsive Website Design, Typography, Design Studios | UX Research | Qualitative/Quantitative Research, Maze User Testing, Empathy Research, User Interviews, HEART Analysis, SWOT Analysis, UX Writing Skills, Affinity Mapping, Card Sorts, User Surveys, Case Studies | Tools | Figma, FigJam, Optimal Workshop, Maze, Adobe Creative

UX DESIGN PROJECTS

June 2022 - April 2023

City of Boston | Web-based Certification/Application Redesign | Group UX Researcher

- Delivered high-fidelity 30-screen prototype in Figma, with compiled user flows and research, design interaction testing and research, customized style guide, and recommendations to create technology stacks.
- Upgraded user research methods to identify metrics about minority-owned, BIPOC eligible business owners having continued low certification numbers compared to other demographics throughout the City of Boston.

Gates of the Arctic | Responsive Mobile Application | Co-Lead Designer

- Conducted scrum-based user testing research through Maze to identify user pain-points, and upgraded visual and digital content. Conducted analytical research data to identify new users via mobile application.
- Facilitated/coordinated communication channels between our UX Design Team, interview participants, and any/all product partners. Leveraged technology-based communication methods increasing productivity.
- Increased customer checkout metrics by 22% through creating intuitive user flows via ecommerce websites. Created positive user metrics during the checkout process using fewer website clicks or touchpoints.

Kid to Kid | Lead Designer | E-commerce Desktop Website Redesign | Lead UX Designer

- Conducted multiple user research methods to gain actionable insights on lower than expected in-store checkout actions due to lack of available e-commerce offerings provided online.
- Synthesized data and hand sketched short and long-term, online, design implementations to increase sales.
- Delivered high-fidelity 15-screen prototype in Figma, along with user flows that increased sales by 20%. Conducted user interaction testing via Maze and Optimal Workshop, and produced a finalized style-guide.

PROFESSIONAL EXPERIENCE

Voomx Lacrosse, Chief Executive Officer | Roanoke, Virginia

June 2012 - January 2021

- Successfully brought an idea from concept to small business model. Completed multiple capital funding rounds. Developed sales, marketing, and human resources infrastructure. Designed and launched products.
- Hired, evaluated, managed multiple staff members. Developed structured daily, weekly, and annual workflows for 25 employees. Lead and facilitated multiple sales structures grossing over \$500K in product sales.

EDUCATION

GENERAL ASSEMBLY | REMOTE

UX Design Immersive

August 2022 - November 2022

Full-time immersive program in UX/UI design consisting of 480+ hours of study, practice, professional training, and mentorship. Executed end-to-end UX/UI design processes for six projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentation; worked fully remote with teams using Agile methodologies and iterative development.

LYNCHBURG COLLEGE | LYNCHBURG, VIRGINIA

Associates of Science in Business Administration

2009