

# LAURA BETH DURAND

480 980 6555

lbdurand.com

LinkedIn/laurabethdurand

laurabethdurand@gmail.com

## ABOUT ME

I am a 'Jill of all Trades' Designer who has a fondness for witty puns, bright colors, and solving complex design puzzles. Never one to shy away from a challenge, pick up an unfamiliar skill or a new learning experience. I am looking to bring my design talents to define a process, conceptualize, build a product, and untangle those pesky design problems.

## EXPERIENCE

- **Product Designer - Shipwell**  
// December 2019 - Present  
Full-stack end-to-end design processes (research, concept, wireframe, design low & high-fidelity, documentation).  
Live prototype design solutions in Figma based on company and stakeholder objectives.  
Facilitate and participate in brainstorming, design reviews, workshops, and design alignment.  
Transform complex user needs using persona based research into elegant simple design solutions.  
Ensure designs show happy path and edge case solutions for all workflows.  
Create and uphold design system, language, accessibility, patterns and guidelines for designers and developers.  
Facilitate user testing, research and interviews to ensure design and customer needs are met.  
Document designs and collaborate with developers to ensure correct design interactions.  
Participate in SCRUM process (stand ups, bi-weekly sprint reviews, retrospectives, JIRA ticket reviews).  
*Location: Austin, TX*
- **Senior Designer Consultant - Mondo**  
// September 2019 - December 2019  
Ideate and concept board games and puzzles for a large Austin locally-made company.  
Create design elements for games that include; cards, boards, punchcards, 3D elements & game packaging.  
Coordinate with Creative Director, Project Manager, Licensing and Marketing to gather design-requirements/parameters to pitch and create games to global companies (Ex: Disney and Marvel).  
*Location: Austin, TX*
- **UX/UI Product Designer - CognitiveScale**  
// July 2018 - September 2019  
Concept, wireframe, iterate & design low/high-fidelity prototypes based on design objectives.  
Translate complex user & use case needs into an understandable & simple solution.  
Ensure compliance with design, brand, legal, accessibility standards & requirements.  
Aid in development & improvement of design processes, design system, standards & guidelines.  
Collaborate & iterate with developers and engineers to ensure that designs are feasible.  
Advocate for quality by upholding design best practices & participating in design QA.  
Resolve design & technical issues through user testing & extract the business & design needs.  
*Location: Austin, TX*
- **Graphic Artist - Whole Foods Market**  
// June 2016 - June 2018  
Create and manage marketing & signage ensuring adherence to brand standards.  
Partnerships with Regional Marketing teams to create custom signage for print & web.  
Production of in-house large format prints, vinyls, & illustration of chalks.  
Manage marketing budget, order & maintain supplies & equipment  
Self project management through the launch of multiple Global programs & marketing campaigns.  
Trained, on-boarded & mentored new Graphic Artists in the Southwest Region.  
*Location: Austin, TX*
- **Graphic Design Intern - Austin Woman Magazine**  
// 2010 - Spring Semester  
Assisted the Lead Designer with magazine spreads, proofing, layout, design and typography.  
Updated code line for online Events calendar using Dreamweaver.  
*Location: Austin, TX*

## EDUCATION

- Austin Community College - Austin, TX  
AAS, Graphic Design // 2013 - 2016
- Texas State University - San Marcos, TX  
BFA, Studio Art emphasis Fibers // 2007 - 2010
- Arizona State University - Tempe, AZ  
BFA, Art and Design // 2006 - 2007

## ORGANIZATIONS + ACTIVITIES

- The Wild Hope - Design Volunteer  
Nonprofit Organization // Summer 2020
- Anti-Defamation League - GLI Co-Chair,  
ADL Austin Board, & Executive Committee (~ Dec. 2020)  
Austin Chapter // Fall 2016 - Present
- The American Institute of Graphic Arts [AIGA]  
Austin Chapter // Fall 2016 - Present
- Design Portfolio Reviewer, Guest Speaker  
Austin Community College // Fall 2016 - Present
- Chi Omega Fraternity  
Alpha Zeta Chapter // Fall 2007 - Spring 2010
- Texas State University Fine Arts &  
Communication Council of Scholars // 2011

## SKILLS

|                      |                  |                           |
|----------------------|------------------|---------------------------|
| FIGMA                | WIREFRAMING      | PROTOTYPING / ANIMATION   |
| SKETCH / INVISION    | USER TESTING     | HAND LETTERING / CHALKING |
| ADOBE CREATIVE SUITE | PRINT PRODUCTION | MICROSOFT OFFICE          |

## INTERESTS

Yoga, Hiking, Camping, Road Trips  
Painting, Drawing, Crafting, Sewing, Photography  
Traveling ~20 Countries, Adventurous Eating