

# Florence Lafite

## Interaction Designer

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## SPECIALTIES

### TOOLS

Sketch, Figma

InVision

HTML + CSS

Wordpress

Keynote

Adobe Creative Suite

Photoshop, Illustrator, Indesign

### SKILLS

Design Thinking

UX/UI Design

User Research

Prototyping, Wireframing

Bilingual French/English

## EDUCATION

**BS Interaction Design '19**

Santa Monica College, CA

**Certificate UX Design '16**

CareerFoundry, Berlin, Germany

**AA Fashion Design '13**

CCSF, CA

**AA Graphic Design '05**

Ipesud Ipesaa, Montpellier, France

## INTERESTS

Metaphysics

Meditation

Music (Guitar)

Snowboarding

## WORK EXPERIENCE

### UX/UI Designer

CALLAWAY GOLF, Carlsbad, CA

OCT '19–Present

- Analyze consumer data in order to develop the Jack Wolfskin North America eCommerce website adapted to the US consumer.
- Lead the UX design process and overall design of the user interface.
- Collaborate with the Director of eCommerce, Visual Designer, front-end Developers, Engineers and the Accessibility team to build a responsive website from concept to hand off.

### UX Researcher contractor

EAST SIDE STRATEGY, Los Angeles, CA

FEB–JUN '19

- Created interactive prototypes using Sketch and InVision.
- Reached out to users and scheduled Interviews to test user flows.
- Conducted usability testing with users in person and remotely.
- Shared findings with the team and proposed suggestions for future iteration.

### UX Design Intern, remote

ECHOBIND, Boston, MA

MAR–JUN '19

- Responsible for creating user flows and service blueprints.
- Assisted the Design team remotely with creating prototypes and wireframes for complex systems in healthcare, and education.

### Interaction Designer

HULU (collaborative collegiate project), CA

AUG–DEC '18

- In an educational partnership between Hulu and Santa Monica, I conducted ethnographic research and interviews with people with visual impairment.
- Designed an onboarding experience with accessibility features customized for visually impaired users to sign up for Hulu.

### Communications Advisor

LOUIS VUITTON, San Francisco, CA

AUG '13–MAR '16

- Suggested and brought forward a new visual identity for the Client Services department in North America to improve customer engagement.
- Facilitated communication between clients and stores in North America by email, digital chat and phone and demonstrated ability to resolve issues between clients and stores.
- Met and exceeded monthly sales and productivity goals which helped Client Services reach the top out of 500 stores in sales across North America during the 2014 Christmas season.

### Graphic Designer

EDUCACENTRE, Vancouver, Canada

SEP '09–MAY '10

- Assisted the Marketing Manager with marketing, brainstorming and advertising strategies.
- Managed and coordinated projects from concept through completion, and consistently met deadlines and requirements.
- Participated in production of print and promotional items for key clients under the direction of the Marketing Manager which helped increase membership.