

Florence Lafite

Interaction Designer

florelafite.com

+1(415)-900-8826

flo.lafite@gmail.com



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

WORK EXPERIENCE

UX Researcher

EAST SIDE STRATEGY, Los Angeles, CA

FEB '19–PRESENT

- Create interactive prototypes using Sketch and InVision.
- Reach out to users and schedule Interviews.
- Conduct usability testing with users in person and remotely.
- Share findings with the team and propose suggestions for future iteration.

Interaction Designer

BIRD (collaborative collegiate project), CA

FEB '19–PRESENT

- In an educational partnership between Bird and Santa Monica College, I have been conducting secondary and primary research to design a mutually beneficial relationship between the two organizations.

UX Researcher and Designer

HULU (collaborative collegiate project), CA

AUG–DEC '18

- In an educational partnership between Hulu and Santa Monica College, I conducted research and interviews with people with visual impairment.
- Led a team of 4 through a series of ethnographic studies.
- 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

- Designed support materials for clients which aimed 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.

Freelance 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.

Florence's Gap Years

Canada, USA, New Zealand

JUL '08–JUL '11

- Volunteer exchange on organic farms: learned how to become more self-reliant, and developed sustainable living skills.
- Learned how to adapt to unanticipated situations and improvise new plans due to unexpected events.
- Cultivated communication skills through contact with people from around the world.