

LEE CRAWFORD

about

A designer with a well-developed analytical sense and ability to distill complicated ideas into clear form. Proven ability to work with clients and across functional teams to turn business requirements into effective user experience.

UX experience

UX Lead Designer (currently)

Born Group, June 2015 - Present

I work closely with clients, visual designers, developers, and project managers to create websites and applications that meet business and user needs. Projects have included designing interfaces for enterprise, B-to-B, and e-commerce. Promoted from junior designer to lead UX designer.

- Gather requirements via stakeholder interviews and written discovery documents.
- Conduct competitive analysis and present findings to the client and internal team.
- Organize research into personas, user journeys, and feature-priority documents.
- Create site maps and navigational structures to establish information architecture and optimize user experience.
- Collaborate and effectively communicate with clients and internal team members.
- Generate creative solutions to business and user needs.
- Create interactive prototypes to help clients evaluate designs.
- Design wireframes to illustrate design solutions.
- Annotate designs to detail functionality for developers and clients.
- Mentor junior designers.
- Strategize and present pitches.

Freelance Website Designer

Fanny Gotschall Design & Art Direction, March - May 2015

From conception to production, collaborated on development of responsive website for internationally renowned musical artist.

- Researched and made recommendations based on technical needs.
- Collaborated with visual designer to implement design using Adobe CC tools.
- Customized WordPress site using HTML and CSS.

Freelance Junior UX Designer

ProdUX Labs, February - May 2015

Assisted in redesign of complex B2B SaaS platform for SEO data provider.

- Participated in strategy meetings with client and regularly conferred with design lead.
- Produced wireframes using Sketch.
- Created prototypes using InVision.

Volunteer UX Designer

Breaker.org, February - May 2015

Conducted research and comparative analysis, then conceptualized and wireframed new social and teaching website for educational non-profit.

UX Designer, Team Project Manager

Tweat.it, October - November 2014

Led team of three in responsive redesign of website that visually maps NYC food trucks; goal was to increase user engagement and web traffic.

contact

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UX skills

Content Strategy & Creation
Oral & Written Presentation
Business Process Analysis
User Research
User Interviews
Usability Testing
User Flows
Information Architecture
Card Sorting
Site Mapping
Wireframing
Prototyping

methods & tools

I'm adaptable and agnostic about tools.

These days I frequently use:

OmniGraffle
InVision
Keynote
Sketch

education

General Assembly (Fall 2014)

UX Design Immersive

UCLA School of Law, JD (2001)

Public Interest Law & Policy

NYU, MA program (1992)

Cinema Studies

University of Texas, BA (1990)

English, minors in Sociology & Film Studies

other professional experience

2001-2014: Attorney with extensive analysis, advocacy, research and writing experience at Lee Crawford Law; Connon Wood Scheidemantle LLP; and Proskauer Rose LLP.

Additional experience in freelance Mac-based desktop publishing and at Janus Films as Assistant Director of Distribution.