K/L U/E

Kelly Laughter

USER EXPERIENCE

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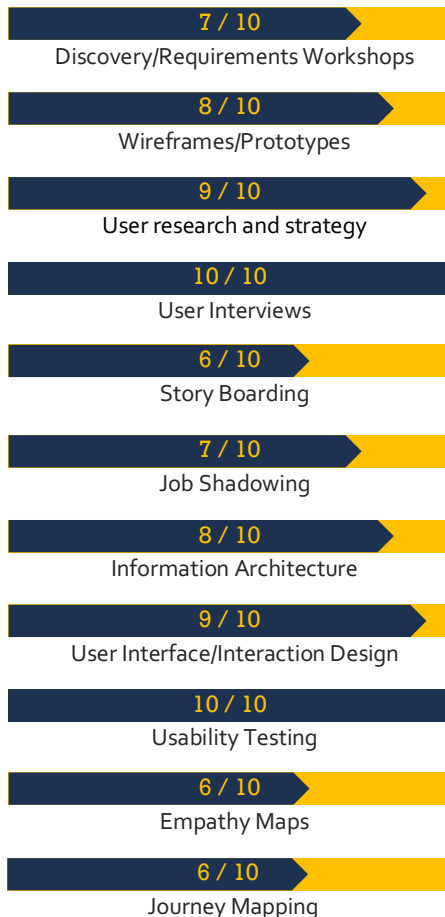2440 Mershon, Ann Arbor

LinkedIn

officedog.org

ABOUT ME

UX Researcher/Designer with 25-years experience specializing in accessibility, training & mentoring

TOOLS

Sketch, Axure, Invision, iRise, JustinMind, Balsamiq, Proto.io, LucidChart, Photoshop, Illustrator, Dreamweaver, Adobe XD, Figma, MS SharePoint, HTML, CSS, Javascript

SKILLS

7 / 10
Discovery/Requirements Workshops

8 / 10
Wireframes/Prototypes

9 / 10
User research and strategy

10 / 10
User Interviews

6 / 10
Story Boarding

7 / 10
Job Shadowing

8 / 10
Information Architecture

9 / 10
User Interface/Interaction Design

10 / 10
Usability Testing

6 / 10
Empathy Maps

6 / 10
Journey Mapping

EXPERIENCE

Product Designer

Ford Motor Co./Dearborn, MI/Jan 2019-Present

- Identified gaps in service for the POC group through visualizing workflows, user interviews, information architecture and employee training.
- Designed and developed the process for the global Command Center from data gathering, visualization, customer training and physical office design.
- Created a process for the four billion dollar a year warranty checklist tool utilizing workshops, requirements gathering, interviews, use cases, user journeys, personas, and card sorting.
- Outlined the process for the geospatial analytics platform to create a methodology to track vehicle locations from factory to dealership.

UI/UX Lead

General Motors Co./Warren, MI/Jan 2014-Dec 2018

- Conceptualized and created standard-compliant, easy-to-use, and intuitive UIs for use on software and web.
- Ideation to creation of production-quality graphic components.
- Main point person for selecting the appropriate UX solution and defining the end-state vision of the User experience.
- Trained software engineers, business, and marketing executives in user experience.

EDUCATION

BS/Open Systems Technology
Baker College
2001-2003

AS/Web Design/Development
Baker College
1999-2001

Certificates

Design Thinking
IDEO
2022

Crucial Conversations
Crucial Learning
2021

Human-Computer Interaction
University of Michigan
2019

Gamification
Stanford University
2018

EXPERIENCE (CONT)

Sr UX Analyst

Karmanos Cancer Institute/Detroit, MI/Apr 2008-Dec 2013

- Implemented a user-centered design process incorporating both quantitative and qualitative user experience research, including usability testing, A/B testing, site analytics and user surveys.
- Produced deliverables to translate to programming development team for execution.
- Spearheaded project to purchase and install new content management system for the institute, resulting in more manpower dedicated to the creation and maintenance of applications.

UX Designer

Interserv/Albrecht Corporation/Southfield, MI/Jun 2006-Sep 2007

- Designed applications for the largest Blue Cross/Blue Shield of Michigan Managing Agency improving production and workflow.
- Responsible for UX and UI design for all five branches of the corporation's web sites.
- Completely restructured web client to incorporate the current BCBS upcoming "Build-A-Plan" insurance initiative and individual care plans.
- Collected data through interviews, surveys and observing workers performing tasks then prepared ROI analyses of implementing the proposed new system.

UX Webmaster

General Motors Co/Detroit, MI/Nov 2002-Jun 2006

- Responsible for the maintenance of nearly 120 intranet sites, consisting of specific views per employee role.
- Administered change control process for global intranet sites utilizing SDLC methodologies.
- Pivotal role in the creation of a "One GM" unified global template, including designing navigation and layout.
- Created operational manuals for webmaster positions for HR Business services and trained other webmasters within the organization.

Previous UX /Marketing Roles

- Romeo Computer Company
- Paquette Computer
- United States Air Force/AAFES