

Lauryn Goodlett

Product Designer

Richmond, VA

Education

M.S. Experience Design

The Brandcenter at Virginia Commonwealth University
August 2019 - May 2021

B.S. Creative Advertising

Virginia Commonwealth University
August 2016 - May 2019

Abilities

Skills

UI Design	Prototyping
UX Design	Wireframing
User Flows	User Testing
User Research	Agile Methodologies
Design Thinking Facilitation	

Tools

Figma	HTML/CSS
Sketch	Adobe CC
Photoshop	Stark
Illustrator	WAVE
Jira	Lighthouse

Other

Certifications

Agile with Atlassian Jira
Credential ID: E3UQTLXSL9DF

Security Clearance

Holder of Common Access Card (CAC)

Experience

Vantage Point Consulting Inc

Senior Product Designer

Apr 2023 - Present

- Led end-to-end design processes for multiple high-impact products, aligning user needs with business goals and ensuring seamless implementation.
- Conducted WCAG-compliant accessibility testing to create more inclusive and user-friendly designs.
- Collaborated with cross-functional teams in Agile environments, facilitating workshops to align product vision and reduce development iterations.
- Mentored junior designers, fostering team growth and improving design consistency across deliverables.

Product Designer

May 2021 - Mar 2023

- Designed and delivered scalable user-centered solutions for SaaS products tailored to education and workforce sectors.
- Created prototypes and user flows to streamline communication with stakeholders and ensure design alignment.
- Conducted usability testing and user research, translating insights into intuitive design decisions that enhanced the overall user experience and product functionality.

The Carriage House

Experience Designer

May 2020 - May 2021

- Developed comprehensive branding, web design, and strategic solutions for small businesses, helping them refine their target audience and drive measurable growth.
- Designed accessible and visually engaging websites tailored to clients' business goals, ensuring alignment with their brand identity and user needs.
- Executed UX and branding strategies that expanded client outreach, enhanced customer engagement, and positioned their businesses for sustained growth.
- Collaborated directly with clients to identify opportunities for improvement, resulting in actionable strategies that strengthened community presence and influence.

The Urban Farmhouse

Graphic Designer

Oct 2018 - May 2019

- Revamped brand assets to align with the company's vision, ensuring cohesive branding across marketing materials, merchandise, and in-store signage across three locations.
- Designed and produced print and digital collateral, including promotional materials, packaging, and advertisements, to drive customer engagement and sales.
- Created visually appealing signage and store displays that improved brand consistency and enhanced the overall in-store experience.
- Developed merchandise designs, ensuring alignment with brand identity while appealing to customer preferences and increasing revenue streams.

Contact

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