

Sammy Lazinski

Collaborative self-starter committed to creating a positive impact by solving problems with an empathetic, creative, user-centered approach. My goal is to improve experiences through technology to make people's lives a little easier.

- ✉ sammykzinski@gmail.com
- 📞 (770) 842-3054
- 🌐 sammylazinski.com
- 🔗 linkedin.com/in/sammylazinski

Experience

UX Designer at The Home Depot (Contract through Synergis)

Aug 2022 - Jan 2023 | Taos, NM (Remote)

- Executed UX research initiatives to identify risks for a high-profile product launch affecting associate training and development
- Conducted remote usability testing, user interviews, & contextual inquiries to identify pain-points, motivations, and opportunities for improving the learning experience for front-line associates
- Created & presented research readouts to communicate timely information to my balanced team & stakeholders
- Collaborated with other UX designers and researchers to improve bordering Human Resource projects

Design Consultant at Sammy Lazinski Consulting

Dec 2021 - July 2022 | Taos, NM (Remote)

- Consulted & designed websites for small businesses
- Spotlight on Coral & Pine: Translated my client's vision through a Squarespace site, defined brand strategy, voice, & optimized UX

Lead Designer and Marketer at Sport Systems

Aug 2020 - Dec 2021 | Albuquerque, NM

- Identified business needs and optimized internal systems to save the business \$2,000+ in annual costs
- Re-designed Sport System's website; cleaned up content and information architecture after analyzing data using Hotjar to improve the overall user experience
- Streamlined marketing processes and systems; created templates for email campaigns, social media posts, and website
- Developed and implemented a reservations system; streamlined the process for customers signing up for events and services
- Trained employees and provided technical support on VLORM ↓

UX/UI Designer at VLORM (formerly Best Deal Retailer)

Feb 2018 - Aug 2020 | Albuquerque, NM

- Designed a highly successful enterprise iPad application that contributed to a 50%+ increase in Sport System's profitability from 2016 to 2021
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Skills

Tools

Figma • Adobe XD • Miro • JIRA • EnjoyHQ • Google Analytics • Clickup • Adobe Illustrator • Photoshop • Microsoft Excel •

Design

UI/UX Design • Interaction design • UX research • Wireframing • Rapid prototyping • Information Architecture • Responsive design • iOS • Strategic Design • Facilitation • Product strategy • Branding •

Methodology

• Qualitative user research • Qualitative user research • Usability testing • User interviews • Contextual inquiry • Comparative analysis • Surveys • Affinity mapping • Market analysis • User journey mapping • Task flow mapping

Education

Savannah College of Art & Design

2010 - 2014 | Savannah, GA

BFA in Fashion Design

Interests

Snowboarding/Splitboarding • Mountaineering • Exploring • Cycling • Travel • Plants • Mycology • Foraging • Cooking • Crafting • Mindfulness • Personal growth & development • Sustainability • Emerging Tech

- Took initiative; identified & solved complex design problems and lead implementation of product solutions
- Conducted qualitative UX research: ethnographic studies and usability testing to uncover customer motivations and pain-points to inform the product strategy
- Developed high-level concepts for features; presented customer journey maps, service blueprints, and process flow deliverables
- Took concepts to high-fidelity through pixel-perfect designs & prototypes; testing before implementing
- Established an agile way of working with engineering, gathering direct feedback through gorilla testing and iterating quickly
- Conducted in-person usability testing; documented & identified pain-points which informed fixes and feature prioritization
- Redesigned the initial hybrid web app, which led to a 200% increase in usage
- Designed the native iOS app which led to a 50% increase in usage of the app & to gaining our first B2B customers

Project Manager at VLORM

November 2019 - Aug 2020 | Albuquerque, NM

- Planned and managed product development life cycle from concept to release;
- Involved with business planning and company strategy
- Led product strategy meetings; facilitated break-downs complex problems & ideas into tangible steps forward

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