

LAURA-LIISA NANITS

SENIOR UX ARCHITECT,
SCRUM MASTER

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PROFILE

I go beyond the surface-level requirements and investigate the client's true intent. Conveying the vision is as important to my solution as an aesthetic UI and and effortless UX.

SKILLS & ABILITIES

- **Technical Skills:** Figma, Adobe XD, Illustrator, Fresco, Procreate, InVision, Webflow, Atlassian Jira, Trello, Miro
- **Languages:** English (fluent) & Estonian (native)
- **Interests:** Drawing, Arts & Crafts, Extreme Sports, Jigsaw Puzzles, Mental Fitness

PROFESSIONAL EXPERIENCE

SENIOR UX ARCHITECT - CONTRACTOR

OCT 2022 - PRESENT

- Upgrade design and add new features to a federal department app
- Modernize and create responsive/adaptive designs for user journeys experienced daily
- Continuously building prototypes, performing testing and analytics as well as collaborating with clients and other teams
- Built MVPs in Figma and worked in scrum environment

SENIOR UX ARCHITECT

CAPGEMINI | DEC 2021 - OCT 2022

- Used information architecture as the basis for an effortless navigation system
- Implemented design concepts for upgraded system ideas and potential new features
- Facilitated a healthy digital work environment for over 100,000 client employees
- Communicated efficiently with other project team members to keep everyone updated about the design process
- Built MVPs in Figma and worked in scrum environment

UI/UX DESIGNER

INFOSYS LTD | FEB 2019 - DEC 2021

- Collaborated efficiently with other designers, developers, and project managers to keep projects on the estimated timeline
- Lead a team of 3 at T-Mobile to create a new feature for a mobile app
- Managed the direction of user experience, maintained ownership of the product vision and roadmap, and improved the product development process
- Built MVPs in Adobe Xd and worked in scrum environment
- Presented Infosys products and services to potential client reps, helping them understand how Infosys offerings will benefit them most
- Created detailed scripts for presentations based on provided key facts
- Facilitated a workshop for new onboarding brand representatives

INFORMATION ANALYST

APPLE INC | APR 2016 - APR 2018

- Researched data from transit systems in several global markets
- Analyzed and normalized the collected visual and textual data within internal software
- Reported info and brainstormed ideas how to provide better user experience to Apple Maps users

PROJECTS

FIDELITY INVESTMENTS

DEC 2021 - OCT 2022

Purpose: Architected an internal system for Fidelity employees to organize and manage recruitment

- Conducted user researches, analyzed and used the results to set up best potential solutions for the MVP
- Demonstrated the wireframes, prototypes to the whole scrum team and stakeholders, examined feedbacks, and continued improving the solutions
- Simplified the system, added new features, upgraded client design system, normalized data
- Created project wireframes and prototypes in Figma
- Planned and tracked project via Jira agile project management tool

LONG TERM CARE PARTNERS (FEDPOINT)

NOV 2019 - JUN 2021

Purpose: Designed a website where USA Federal employees can check their eligibility and enroll in a healthcare insurance plan

- Designed a brand new health insurance program with a portal for three roles: insuree, customer service representative, and administrator
- Gathered requirements from business to create and process documentation and balanced it with consumers' high-quality user experience
- Provided whiteboard design inputs during wireframe planning meetings
- Wireframed and prototyped logical solutions for demonstrations in Adobe Xd
- Planned and tracked project via Jira agile project management tool

FEMMECUBATOR COMMUNITY

NOV 2020 - PRESENT

Purpose: Designed a website to allow female mentees to book a one-on-one classes with a mentor who will help them advance their careers in UX Design or Software Development

- Create and continuously improve the responsive website in Figma
- Create user flows, priority matrix, affinity mapping, decision mapping in Figma
- Conduct user research and usability tests
- Create ads for events, announcements, newsletters, etc.
- Collaboratively cross-examine teammates' data for discrepancies
- Manage the project via Trello tool

CERTIFICATIONS

- **PROFESSIONAL SCRUM MASTER I (PSM I)**
SCRUM.ORG | SINCE NOV 2020
- **PROFESSIONAL SCRUM WITH USER EXPERIENCE I (PSU I)**
SCRUM.ORG | SINCE DEC 2020

VOLUNTEER EXPERIENCE

- **UI/UX MENTOR, DESIGN CRITIQUE** —
FEMMECUBATOR
- **ESTONIAN LANGUAGE TEACHER** — NEW
YORK ESTONIAN SCHOOL

EDUCATION

ENVIRONMENTAL EARTH SYSTEMS SCIENCE (EESS) MAJOR. CHEMISTRY MINOR
CITY COLLEGE OF NY, B.SC. CUM LAUDE