



# Portfolio

Laura Taylor



# Laura Taylor

## UX Designer

### About Me

I am a recent graduate from Southern New Hampshire University with a Bachelor of Arts in Graphic Design with a concentration in Web Design. I possess a strong foundation in graphic and web design, and I am eager to apply my skills to the exciting field of UX design. My passion lies in creating user-centered designs that prioritize the needs and goals of the end-user.

### Work Experience

**North Carolina Medicaid Investigations Division 1/2020 - 6/2021**  
**Administrative Specialist**  
Reimbursement requests | Restitution payments | Microsoft Excel  
Travel arrangements | Clerical work | Customer service

**Spotsylvania County Building Department 5/2017 - 1/2020**  
**Permit Technician**  
Permit applications | Payments | Cash report  
Data entry | Microsoft Office | Customer service

 Wake Forest, NC

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### Education

**Southern New Hampshire University 2021 - 2023**  
BA, Graphic Design with a Concentration in Web Design

**Christopher Newport University 2012 - 2014**  
General Studies

### Skills

UX Design

UI Design

User Research

Branding

Editorial Design

Illustration

Wireframing

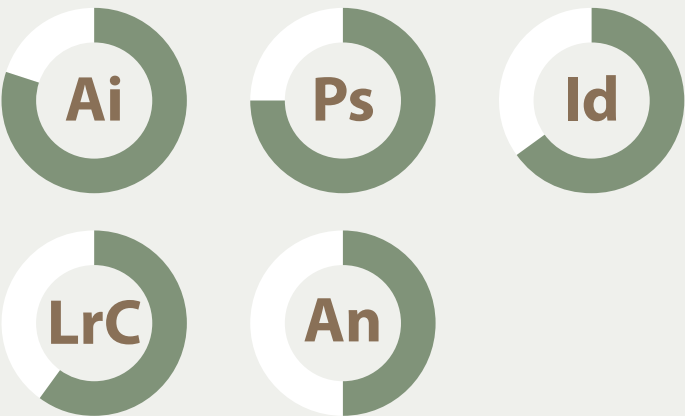
Prototyping

HTML

CSS

Typography

Data Entry



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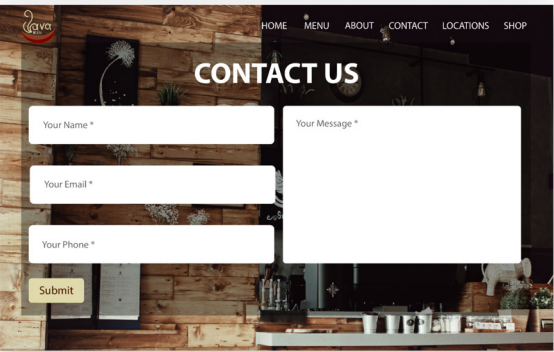
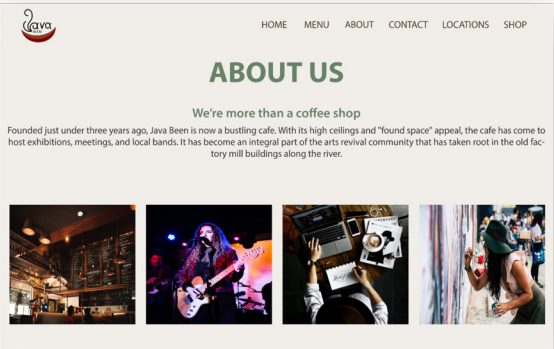
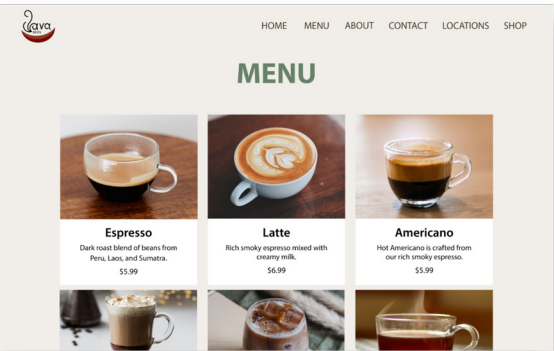
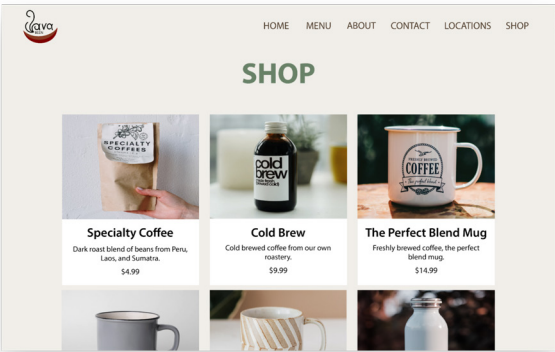
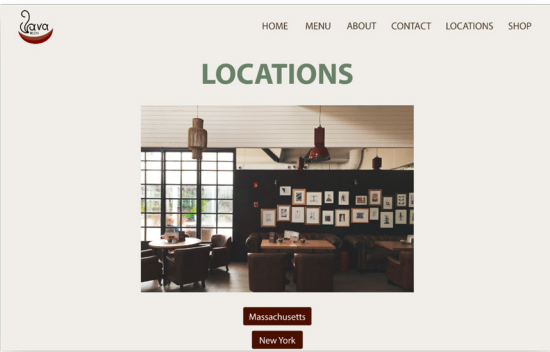
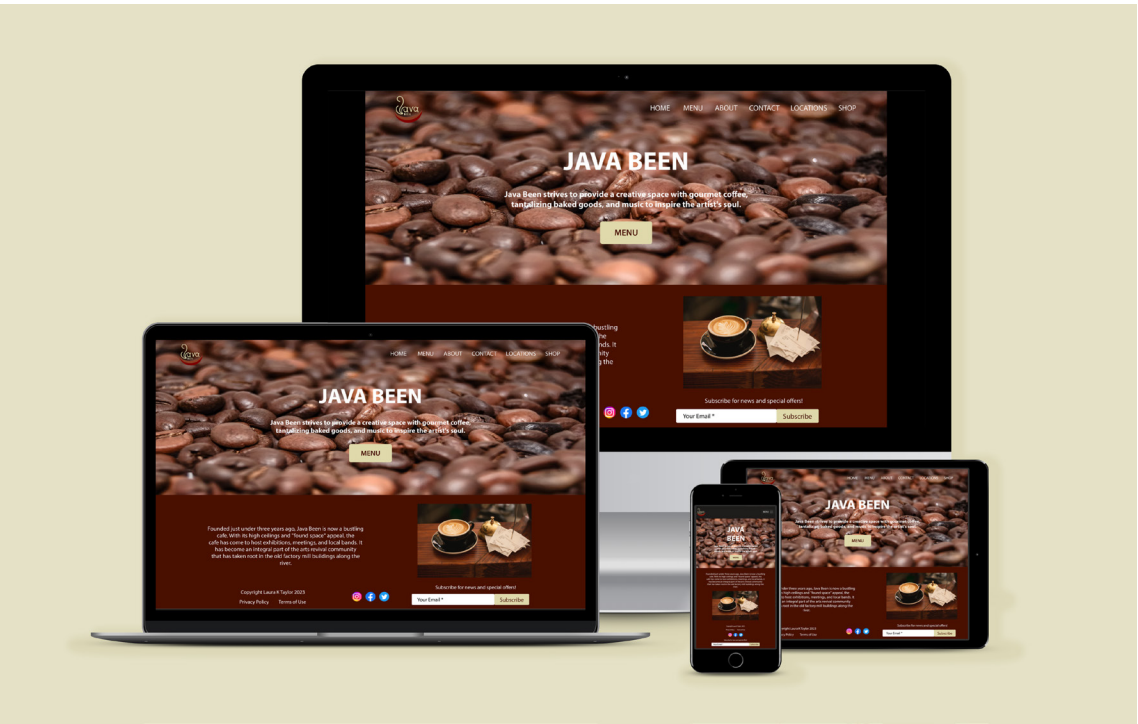
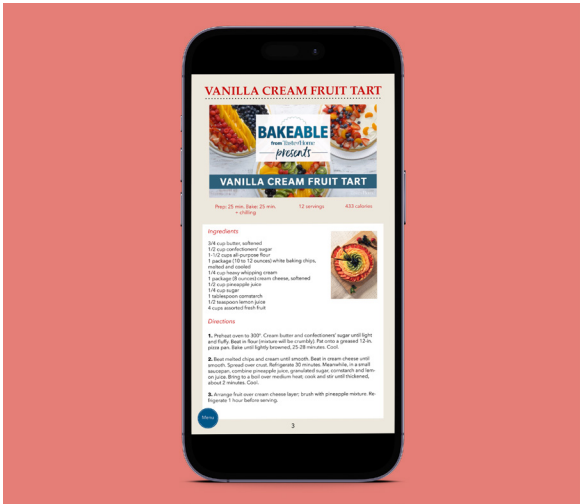
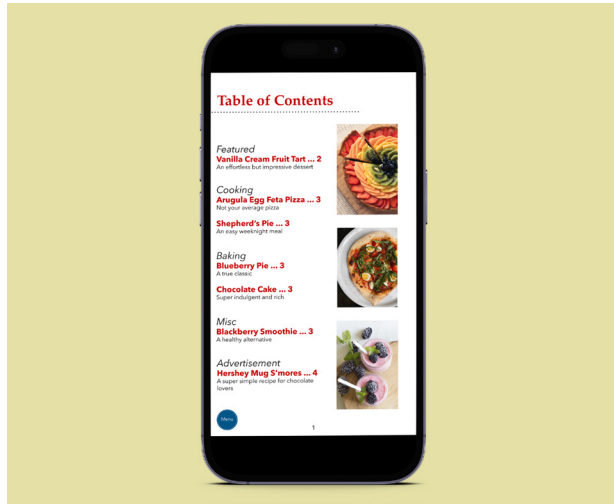
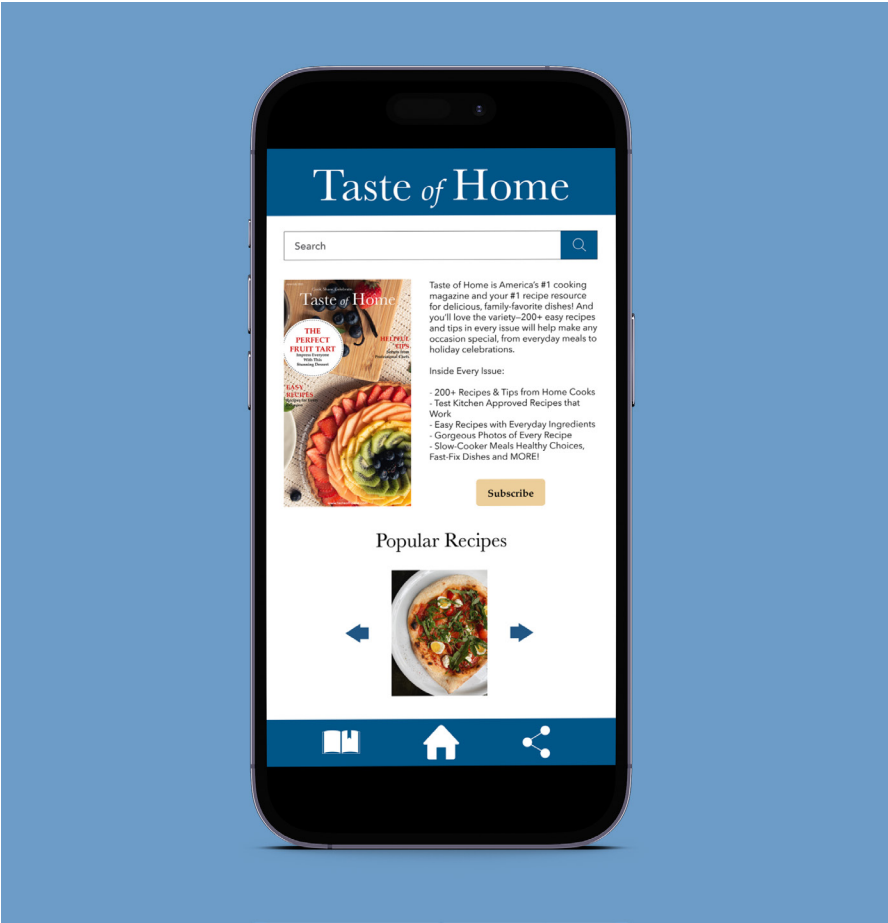
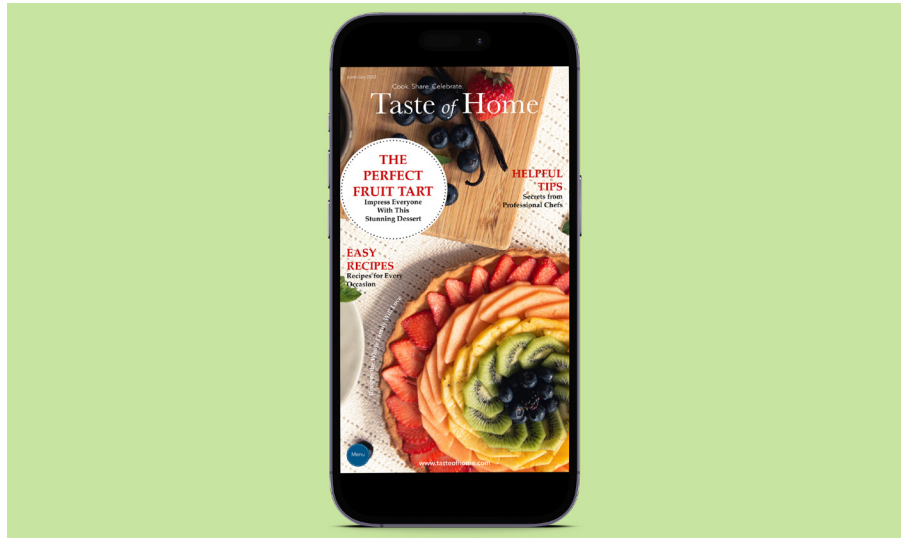
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# Taste of Home Magazine App Prototype

## Project Details

The requirements for this assignment were to create an interactive EPUB in the form of a magazine app with Adobe InDesign. The EPUB had to have buttons that took users to specific pages, a video, a hyperlink, and table of contents.

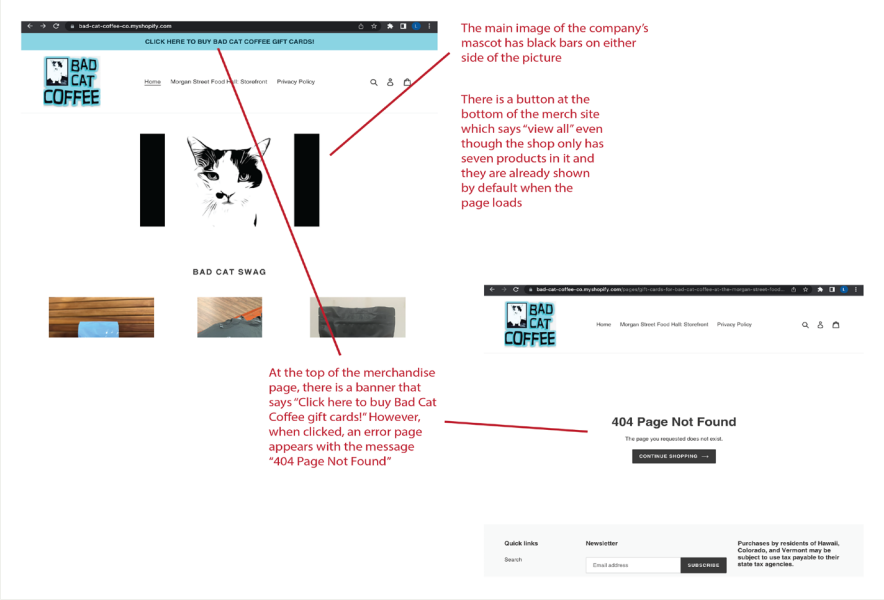
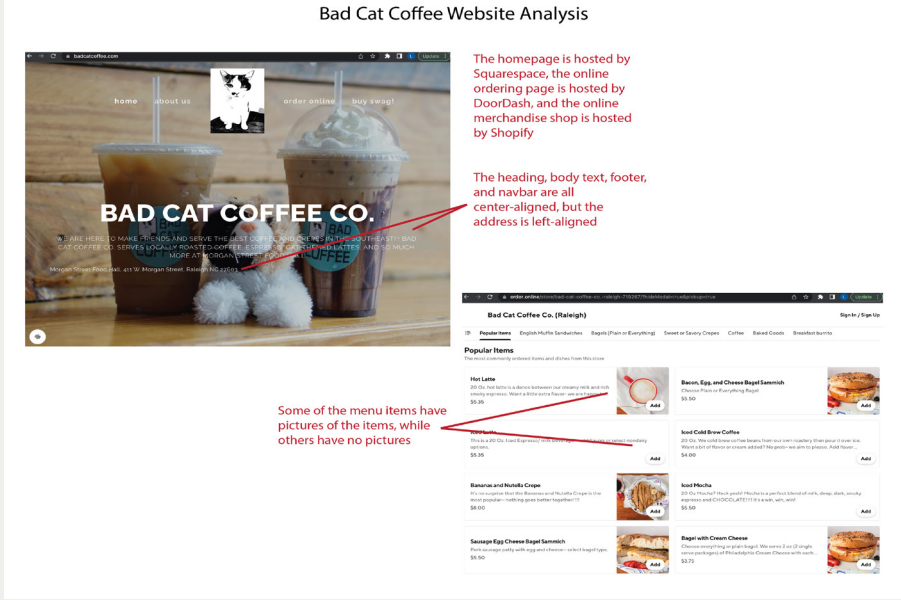


# Java Been Website

## Project Details

The requirements for this assignment were to make a responsive website for Java Been that followed the style guide, had at least five webpages including a contact page, a contact form, and to use HTML, CSS, JavaScript, and jQuery.





# Bad Cat Coffee Virtual User Solution

## Project Details

The requirements for this assignment were to make a virtual user solution for an existing website that included an analysis of the current website, a heuristics evaluation, personas, scenarios, a written explanation of the design and background, wireframes for mobile, tablet, and desktop layouts, a heuristic analysis of our wireframes, and a written solution.



**Persona type** Website User Persona

**Name** Rose Garcia

**Age** 42

**Location** Cary, NC

**Technical comfort** Somewhat tech-savvy

**Job Title** Administrative Manager

Feel free to doodle!

**Back story**

Tell us a bit about their lives

- Rose is an administrative manager for the North Carolina Office of State Human Resources.
- For most of the work day she is either using a desktop computer, working on paperwork, or in meetings.
- She is married and lives in Cary but commutes to downtown Raleigh for work.
- Since she only has an hour for lunch, she usually goes to the Morgan Street Food Hall since it's close by and has many different food places to choose from for lunch.

**Motivations**

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- Because her lunch break is an hour long, she needs to find somewhere that is close by and does not want to waste her break by waiting in line.
- Ordering online allows her to skip the line.
- She has been working at the same place for years and has been inside of the Morgan Street Food Hall many times before. The Bad Cat Coffee stand is inside of the food hall. When she asked about online ordering, one of the workers told her she can order on their website.

**Frustrations**

What's stopping them from choosing the service/website or annoying them?

- Rose is short on time and does not like that she has to scroll through the whole menu to find what she wants. She would like there to be a search bar so that on days when she already knows what she wants, she can find it easily.
- She also wishes they had pictures for all of their menu items for faster/easier identification of items. She has to read the name of each of the menu items that do not have pictures. Pictures could also help her remember what she likes if she tries something new and forgets the name of it.

**Their ideal experience**

Their story including features and content which will help them have a great experience

- During her lunch break, Rose would like to be able to easily and quickly place an online order for Bad Cat Coffee on her desktop computer and pick it up without waiting in line.
- To make the ordering process faster, she would like to be able to search for her favorite menu items using a search bar instead of scrolling through the menu.
- Pictures would also help make finding menu items easier.
- All of this would help her order quickly, skip the line, and get back to the office so she can eat before her lunch break is over.

**Quote**

“

Although ordering online isn't hard, when I'm short on time, I don't want to have to scroll through the whole menu to find what I want to order. A search bar would be very helpful. I also wish there were pictures for all of the menu items.

”

### 1.3 Scenario 3: Order Lunch and Gift Card

<b>User Task Profile Targeted</b>	Website User 3
<b>Subject Persona</b>	Rose Garcia
<b>Scenario Description</b>	Order Lunch and Gift Card Online

**Background:**

Rose works as an administrative manager for the North Carolina Office of State Human Resources. Throughout the day, she works on her desktop computer, completes and files paperwork, and attends meetings. She lives in Cary, but commutes to downtown Raleigh for work. Because she only gets an hour-long lunch break, she usually picks something up from the Morgan Street Food Hall for lunch since it's very close by and has a number of restaurants to choose from. The Bad Cat Coffee stand is one of her favorite places to eat in the food hall. She likes to order online so she can skip the line. One of her coworkers also loves Bad Cat Coffee and their birthday is coming up, so Rose would also like to buy a gift card for them.

**Objective:**

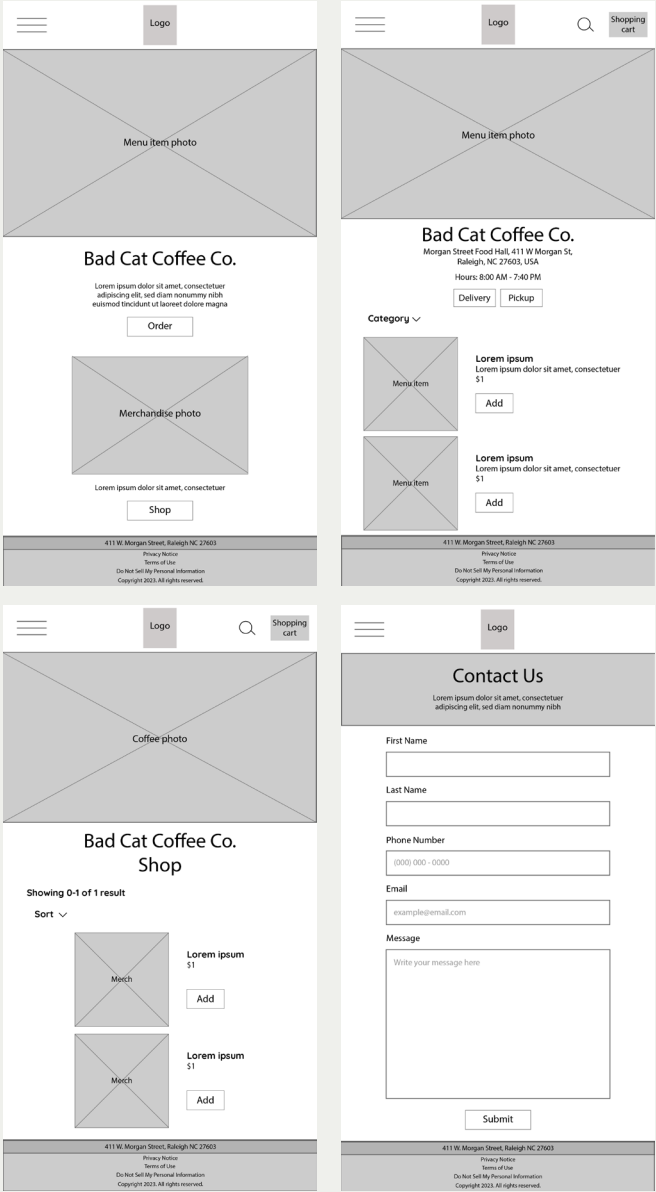
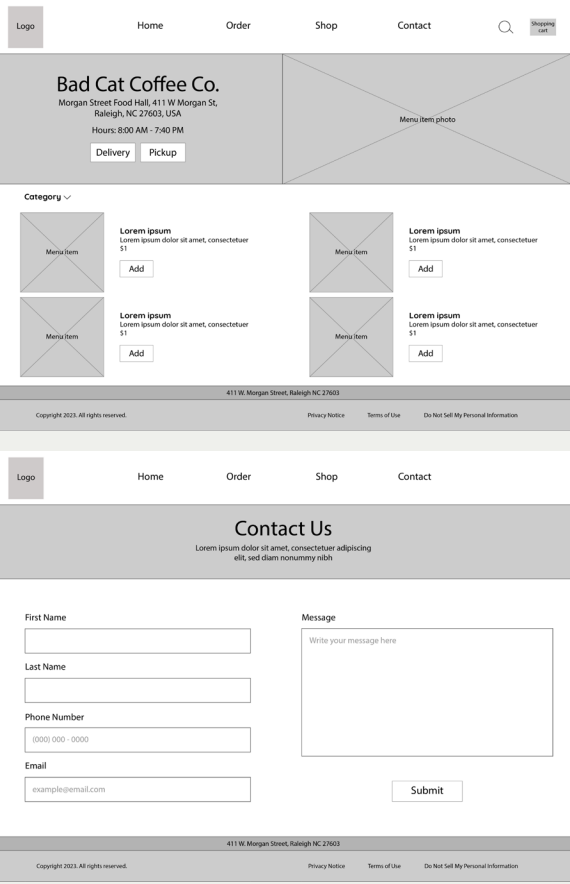
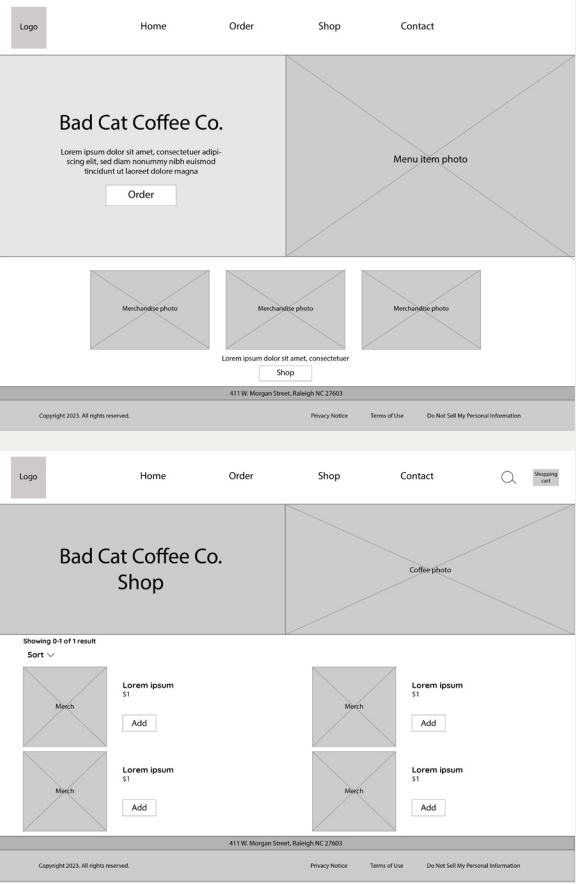
She wants to order lunch from the Bad Cat Coffee website as well as a gift card from their merch shop using her desktop computer.

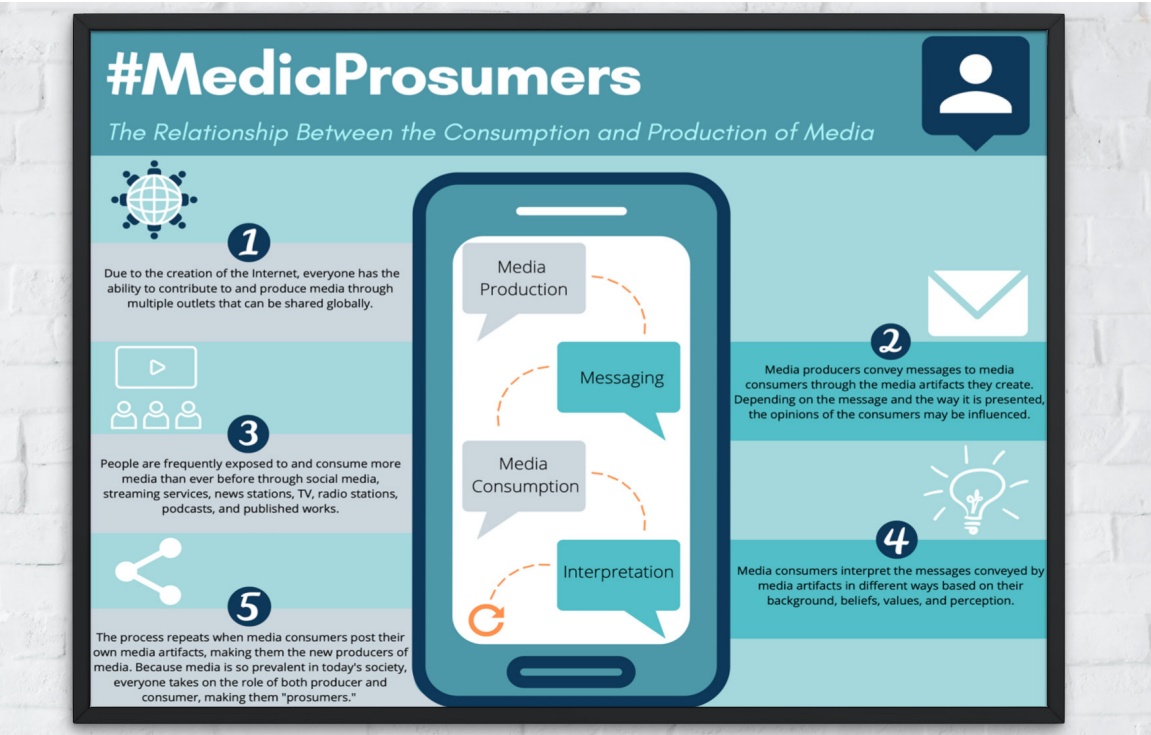
**Narrative:**

Rose visits the Bad Cat Coffee website using her desktop computer. On the homepage, she clicks on "buy swag!" This takes her to the merch website. She clicks on the blue banner that says "click here to buy Bad Cat Coffee gift cards!" But this comes up with a page with the error message "404 Page Not Found." She clicks on "continue shopping" which takes her back to the merch homepage. Then she looks through the products for a gift card item and scrolls to the bottom. There, she clicks on a button that says "view all." After the page loads again, she sees that there are no additional products that are being shown. Unfortunately, there is no way to buy a gift card online. She decides to just order her lunch and ask them about gift cards when she gets there. She clicks on "home" to get back to the main page so she can order her food, but it just takes her back to the merchandise homepage. So she closes the window, opens a new one, and types in the original homepage web address. Now that she's back on the main homepage, she clicks "order online." The online ordering site loads and she selects a pickup time. Then she selects the "egg muffin sandwiches" tab. Next, she selects an English muffin with turkey, egg, and cheese. She then adds it to the cart. After clicking the "view cart button," she enters her payment info and finally clicks "pay." This completes her order.

## Solution

The personas and scenario testing revealed some issues that needed to be addressed. One issue was the presence of unnecessary elements on the website, such as the non-functional "view all" button in the merch shop, which has been removed. Alignment inconsistencies between the text elements on the homepage also needed fixing to create a sense of unity. The legibility of text was also a problem, with the light font weight making it hard to read against the background photo, which was resolved by increasing the text weight. To improve user experience, a search bar was added to the online ordering section and a way to buy gift cards was integrated into the merchandise page. Interactive elements, such as a usable order button, a shop button, and a contact form were also added. The new website now effectively meets the desired goals of the personas and provides a better overall user experience.

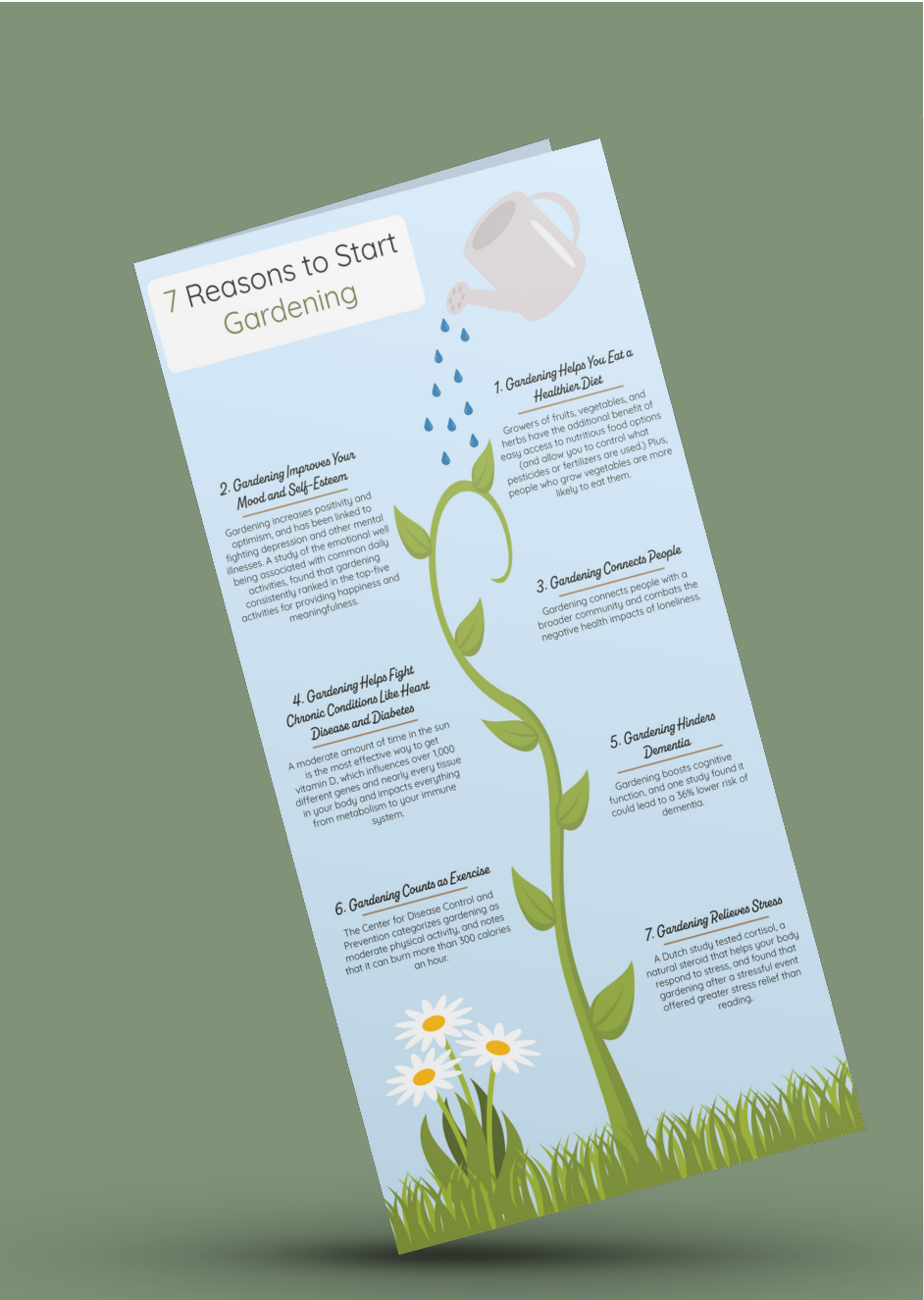




## Media Prosumers Infographic

### Project Details

This project was for a communications class, not a design class, so the only requirements were to create an infographic that shows the media prosumer process. Therefore, I incorporated more creativity and ended up changing the intent of the design from a simple diagram created in Microsoft Word to a more engaging infographic created in Canva.



## 7 Reasons To Start Gardening Infographic

### Project Details

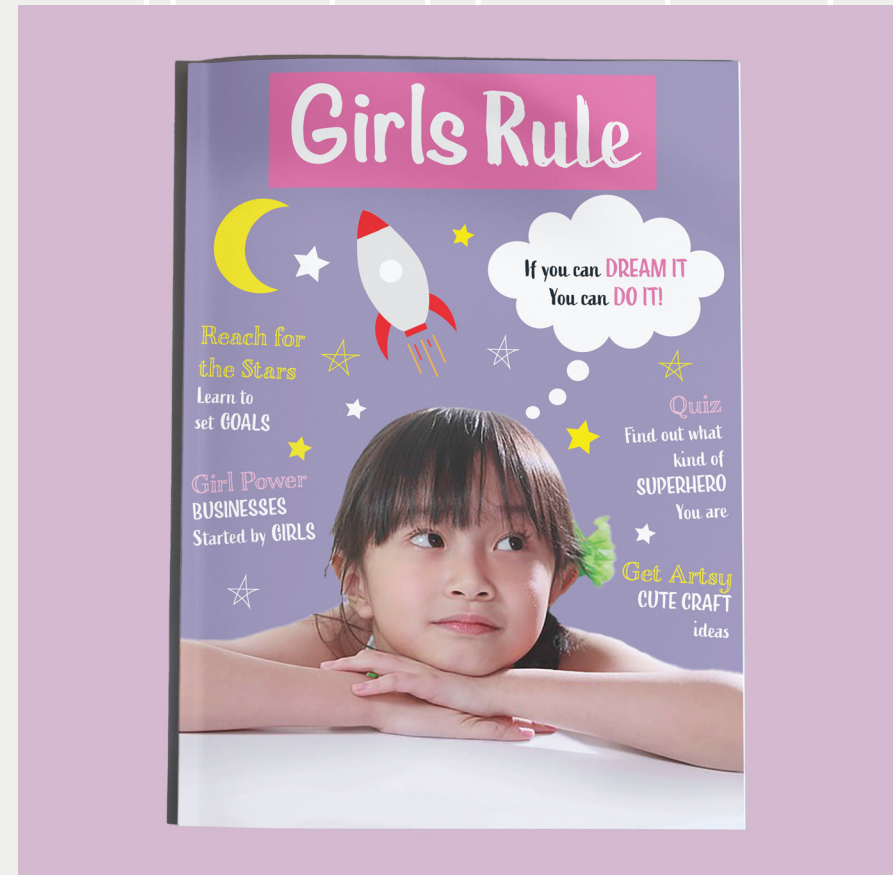
The requirements for this assignment were to make an interactive animated infographic with tweens, sound effects, and coding snippets on the subject of our choosing using Adobe Animate. The print version is displayed here.



# Floral CSAs Magazine Article

## Project Details

The requirements for this assignment were to create a magazine spread using an article of our choice, incorporate multiple columns, and add a pull quote using Adobe InDesign.



# Girls Rule Magazine Cover

## Project Details

The requirements for this assignment were to create a magazine cover for a specific target audience using Adobe Photoshop and Adobe InDesign.



Amethyst Bay Magazine Ad

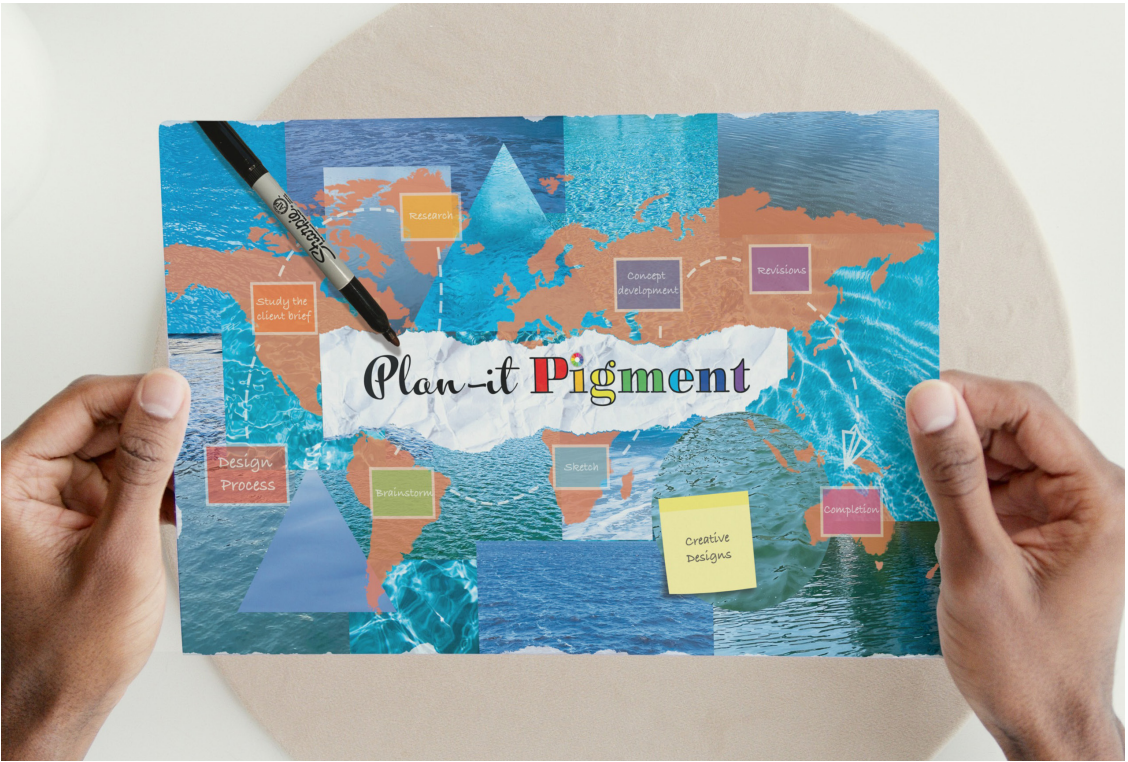
Project Details

The requirements for this project were to create a magazine ad that follows the Amethyst Bay style guide, come up with a promotional discount or event for advertising, include the contact info and address for the resort, add photos, and use the masking tools to remove a subject from its original photo using Adobe Photoshop and Adobe Illustrator.

Plan-it Pigment Collage

Project Details

The requirements for this assignment were to make a collage for our own fictional company with different photos, textures, and fonts using Adobe Photoshop.





# Upper Crust Bakery Branding

## Project Details

The requirements for this assignment were to create a branding guide that contains the logo I designed in color and black and white, type specifications, a color theme, logo usage guidelines, a letterhead, a business card, an envelope, and rationale using Adobe Illustrator.







## Personal Branding

### Project Details

The requirements for this assignment were to create a personal logo, letterhead, envelope, business card, resume, and leave behind piece using Adobe Illustrator.

# Thank You!

Thank you for taking the time to review my portfolio. As an aspiring UX designer, I am dedicated to learning and growing professionally, and I appreciate the opportunity to showcase my work. I am eager to receive feedback and constructive criticism that will help me improve my skills and contribute to the success of future projects. Once again, thank you for your time and consideration.



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