

## MEMBERSHIPS

AIGA | UXPA

# Lalo Carter

## CONTACT

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## EXPERIENCE

Defense Health Agency, Department Of Defense, Web & Mobile Technology – UX Lead, Jan 2016–present  
Design and test solutions to apps and websites used by service members, veterans, and their family members.  
Guide and mentor the design team in building branding concepts, layouts, wireframes, prototypes, and graphic design projects. Lead usability testing and work closely with developers to provide top solutions.

Insure Washington Restaurants–User Experience Designer, Aug-Sep'15  
Human-centered design to build a website to help users get quotes efficiently. Collected user interviews, task and data analysis, heuristics, persona, storyboards, prototyping, user tests, and branding

lalopop.com consultant–UX/UI Design and print design, March 2009-present  
Identity development, CMS design, Powerpoint, invitations, & merchandise for various clients including Red Cross, Hay Day Inc., UCC, 603 Global, Source Rock, Sketch Deck, Appsheet

Madesmart Housewares–Brand Manager & Graphic Designer, Sep'13 – March'15  
Ensure products and brand resonate with current trends, customers and competition.  
Headed design of packaging, website, trade show, collateral and photo art direction

PureRED–Creative Lead, Sep'12 – June'13  
Lead a team of production designers & created design elements for Supervalu's circulars - Jewel Osco, Cub foods, Albertsons

Fredrikson & Byron–Art Director/Designer, Sep'10 – Sep'12  
Maintained branding for the company, designed annual reports collateral, web images, direct mailers, & blogs

A|B Geist–Art Director, Aug'09 – Sep'10  
Client facing, designed print, web, logos, POP and campaigns for MHP, Minneapolis Library

I bring several years experience in Art Direction and Branding to my career of UX. I want to use technology to better connect people to the brands they use and love. My design methods most closely align with the principals set up by the Nielsen Norman Group and Jesse James Garrett.

“Embrace the failure.” — Milton Glaser

## EDUCATION

Art Direction - March'09 - Miami Ad School - Minneapolis MN

B.S. Art Education and Minor in Ethnic Studies - Dec'03  
Northern Arizona University - Flagstaff AZ

## SKILLS TOOLBOX

Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Experience Design, Axure, Balsamiq, POP, Invision, Sketch, Wordpress, Bootstrap, CSS, HTML, Mac,

## CERTIFICATES

User Experience - 2015 - General Assembly - Seattle, WA

## LANGUAGES

Thai Fluent | Laotian Conversational | Spanish Conversational

## OUTSIDE OF WORK

I love travel, art, patios, vipassana meditation, bike riding, crafts, hangin' with my dogs, trivia, cooking, wine, entertaining, podcasts, boating, & candy.  
Other interesting work that I loved was U.S. Peace Corp Volunteer Thailand  
Jan.'04 – March'06

