

LENET RON

UI ARTIST | SAN FRANCISCO, CA



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lenetronportfolio.com

SKILLS

Affinity Mapping,
B2B & B2C Communication,
Card Sorting,
C&C Analysis,
Contextual Inquiry,
Design Solutions,
Digital Wire Framing,
Heuristic Evaluations,
Information Architect,
Interaction Design,
Iterated Sketches,
Layout & Typography,
Mockup Design,
Personas,
Project Management,
Rapid Prototyping,
Task Analysis,
User Flows,
User Interviews,
User Research Synthesis,
Usability Testing,
UX writing,
Visual Design,

TOOLS

Figma, Adobe Creative Suite, Optimal Workshop, Wix, WordPress, Microsoft Suite, Google Suite, Hubspot, Google Analytics

EDUCATION

General Assembly, UX/UI Designer

Certificate of Completion
Jan 2023 - May 2023

University of California, Santa Barbara

BA in Psychology
Sept 2013 - June 2017

SUMMARY

Designer with a background in psychology & 5 years of experience in marketing, augmented reality, renewable energy, and machine learning industries. Focused on applying an interdisciplinary approach to create meaningful relationships between people & products.

EXPERIENCE

The Country House Concierge

UI Artist & Designer | June 2023 - Sept 2023

- **Elevated Website Credibility & User Trust:** Developed a high-fidelity prototype of the website backed by heuristic evaluations & user testing research, resulting in increased company credibility, user trust, & navigation intuitiveness.
- **Synthesized User Insights:** Discovered motivations by extracting & synthesizing qualitative data from interviews & affinity mapping.
- **Data-Driven UI Enhancements:** Enhanced UI by implementing data-backed solutions including client testimonials, refined copy, uniform call-to-action buttons, & an interactive booking calendar.

ValuesAdvisor

UX/UI Designer | April 2023 - April 2023

- **Bolstered User Trust & Empowerment:** Redesigned the website based on research (heuristic evaluation, interviews, & usability tests) to emphasize business values and optimize onboarding, bolstering user trust & empowering users to seek advisors.
- **User Insights through Qualitative Research:** Discovered user investment habits, attitudes towards advisors, & interest in values-based investing by conducting 12 user interviews & synthesizing data via affinity mapping.
- **Humanizing Profiles for User Connection:** Delivered user-centric solutions such as: revising copy and adding profile bios, quotes, & testimonials to humanize advisors.

ForeFront Power

Marketing Associate & RFP Project Lead | Oct 2021 - Nov 2022

- Managed teams across 6 departments to create custom renewable energy solutions for the public sector & large corporate clients.
- Project-managed 21 renewable energy proposals for clients, contributing to the company's main source of business.

Lightform Inc.

Marketing Associate | Oct 2020 - Feb 2021

- Improved website performance by developing copy to enhance user accessibility and ensure compliance with UI guidelines.