SHERYL LAWRENCE
UX RESEARCH & DESIGNER

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SUMMARY

Hi, my name is Sheryl, and I am a U.S. expat from Miami, Florida currently residing in Florianópolis, Brazil. I serve as a UX researcher and designer with three years of dedicated focus on transforming customer insights into actionable, data-driven strategies.

SKILLS

PROFESSIONAL

- Communication
- Time Management
- Punctuality
- Adaptability
- Prioritization
- Problem Solving
- Brainstorming
- Workshop Facilitation

TECHNICAL

- Figma
- FigJam
- Google Docs
- Project Planning Tools
- Information Architecture
- Wireframing
- Qualitative Data
- Quantitative Data
- HotJar
- Google Analytics

EDUCATION

THINKFUL
UX Design Bootcamp
2020–2021

PROFESSIONAL EXPERIENCE

UX RESEARCHER

CreateApe | November 2022 – Current

At Createape, I advanced quickly within my role, leading user research across a diverse array of projects, from strategy formulation to implementation. Through my research efforts, I managed to upsell our projects, which were budgeted between $50,000 and $150,000, based on the findings and recommendations I presented to stakeholders.

- **Lead UX Research:** Led UX research efforts, from initial planning and strategy development to implementation, ensuring deep user insights inform design decisions.
- **Develop UX Strategy:** Craft and implement holistic UX strategies that support client objectives and elevate user satisfaction and engagement.
- **Execute & Synthesize User Data:** Manage thorough qualitative and quantitative data to validate design choices and enhance user engagement.
- **Communication:** Effectively communicate user research findings to internal teams and key stakeholders, driving informed design decisions and strategic adjustments.
- **Workshop Facilitation:** Led UX workshops with clients to delve deeper into project goals and challenges, and collaboratively brainstorm potential solutions.

UX DESIGNER

CreateApe | May 2022 – Current

I worked on various projects and recently created a homepage wireframe for an e-commerce website offered as a free trial. This reduced scrolling by 75% and resulted in the closure of a $30k project.

- **Wireframing:** Develop strategic wireframes based on UX best practices and user research insights.
- **Information Architecture:** Organize and label content effectively to ensure users can easily navigate and find what they need.
- **Content Strategy**: Implement strategies to ensure content is engaging, relevant, and aligned with user needs, effectively funneling users towards conversion and driving higher engagement and usability.

UX DESIGNER

Vous Church | 2021–Current

I volunteer remotely for a church in Miami, utilizing my UX expertise to enhance their digital presence and outreach.