



LAURA CULTRERA

Los Angeles, CA

lauracultreraux.com

EMPLOYMENT

Jan 2018 - Present | OHO Interactive Associate UX Director

Mentors and oversees junior UX designers

Lead information architect and user experience designer for websites, primarily on Drupal & Wordpress platforms

Led client discovery meetings, support sales, scoping, and strategy development

Collaborated with strategy, design, and development teams for site production

Designed and moderated prototype usability testing, UX audits

Led client presentations for deliverables including strategy recommendations, site personalization, sitemaps, wireframes, annotations

Clients: Blue Cross Blue Shield of Vermont, Bloomsburg University, Hebrew Senior Life, Simmons University, USC Rossier

July 2015 - Jan 2018 | iFactory Information Architect & UX Designer

Lead information architect and user experience designer for websites on various CMS platforms

Collaborated with strategy, design, and development teams for site production

Designed and moderated prototype usability testing

Led client presentations for deliverables including personas, sitemaps, wireframes, functional specifications

Clients: Rutgers Business School, Tacoma Community College, Waubensee Community College, LeMaitre Vascular

Nov 2013 - June 2015 | Blue Metal Architects, Jornata LLC (aquired) UX Designer and Design Consultant

Lead UX & visual designer and front-end developer for SharePoint intranet sites

Leader of design and UX client consultation

Collaborated with art director establishing design and UX strategies for digital applications

Designed marketing and promotional materials for Jornata brand identity

Leader of social media marketing for Jornata LLC

Clients: Mass Mutual, Fidelity Investments, IDEXX Laboratories, Advent International, Foley Hoag, King Country

EDUCATION

Boston University Center for Digital Imaging Arts

Web Design and Development Certificate,
Sept. 2012

University of Massachusetts, Dartmouth

Bachelor of Fine Arts, Cum Laude, May 2006
Graphic Design and Letterform

Studio Art Centers International, Florence, Italy

Summer Program, July 2005
Art History and Painting

SKILLS

Tools: Axure, Figma, Hotjar, Illustrator, InDesign, InVision, Miro, Photoshop, Sketch, UserZoom GO, UXPin

CMS/Platforms: Drupal, ModernCampus, Sitecore, SharePoint, Terminal Four, Wordpress

Programming Languages: HTML, CSS, Javascript (jQuery), PHP & MySQL

AWARDS

2021, Communicator Award of Excellence

Award of Excellence in Websites
(General-School/University)

- Dominican University of California
- Creighton University Alumni

2019, Communicator Award of Excellence

Award of Excellence in Websites
(General-School/University)

- SUNY Fredonia

2018, Education Digital Marketing Award

Gold Award in Website Design

- Tacoma Community College
- Waubensee Community College