

## MEMBERSHIPS

AIGA | UXPA

## EXPERIENCE

HireRight - Lead Product Designer, Feb 2022 - present

As a user advocate I was responsible for the entire user experience lifecycle always articulating their ideas and insights when collaborating with PMs, marketers, and developers, to continually innovate at various stages of product development for our customer platform as well as internal tools and systems

OpenMarket/Infobip – Lead UX Designer, May 2019 – Feb 2022

As OpenMarket's first UX hire, I created a defined user journey, personas, prototypes, and wireframes for a new customer platform. I aided in building our first design system and evangelized the use of UX within the company and strengthened relations with our users

Defense Health Agency, DOD Web & Mobile Tech– UX Manager, Jan 2016–May 2019

Design and test solutions to apps and websites used by service members, veterans, and their family. I mentored the design team and lead usability testing. I worked closely with developers to provide top solutions

Insure Washington Restaurants–User Experience Designer, Aug-Sep'15

Used 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

Madesmart – Brand Manager & Graphic Designer, Sep. 2013 – March 2015

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 2012 – June 2013

Lead a team of production designers & created design elements for Supervalu's circulars - Jewel Osco, Cub foods, Albertsons

Fredrikson & Byron–Art Director/Designer, Sep 2010 – Sep 2012

Maintained branding for the company, designed annual reports collateral, web images, direct mailers, & blogs

# Lalo Carter

## CONTACT

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I want to use technology to better connect people to the brands they use and love. The best part is the discovery process of why people do what they do. My design methods most closely align with the principals set up by the Nielsen Norman Group and Jesse James Garrett.

## EDUCATION

UX Immersive Sep'15 General Assembly, Seattle WA

Art Direction March'09 Miami Ad School, Minneapolis MN

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

## LANGUAGES

Thai Fluent | Laotian Conversational | Spanish Conversational

## SKILLS TOOLBOX

Adobe Creative Cloud: InDesign, Photoshop, Illustrator, XD, Figma, Sketch, Invision, Jira, Confluence, Wordpress, Bootstrap, CSS, HTML, Mac,

## OUTSIDE WORK

I'm an INTJ. I love travel, cooking, **WINE**, hunting for mushrooms, entertaining, art, patios, vipassana meditation, lifting heavy things, dogs, crafts, trivia, podcasts, boating, & candy.

Other interesting work that I loved was U.S. Peace Corp  
Volunteer Thailand Jan. 2004 – March 2006

