

Desirel Calvin Lawrence

UI/UX Designer with 15+ years PASSION and experience. With Full US & AUS working rights.

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📍 Sydney | Washington DC

Summary

UX leader	Established experience design leader with over a decade of experience.
UX Researcher	Oversee diverse interdisciplinary teams.
Product designer	Foster relationships with both designers and stakeholders
Saas Designer	Establish design practices that people want to work with and be a part of.
Design thinker	Leadership with a focus on people
Human-loving optimist	Establishing empathy for the people who make and the people who use the products and services I help bring to life.
Experience Strategist	Collaborate with a diverse set of small business and government brands to create insight-led, human-centered experiences that ensure both business and user needs are met.

Courses

Google Certification - UX skills update (online curriculum)	Feb 2023
Certified Scrum Master (CSM) Scrum Alliance - Certified Scrum Master course completed in Sydney	Mar 2022

Employment

Lead UI/UX Designer - Freelancing

Note: Where there are gaps in between contracts, I pursue my freelancing opportunities through my own business, Voltsite. Please refer to the Voltsite section below.

UI/UX Designer (contract) Social Security Administration, Maryland, USA Achievement: Led UX design across six teams for 20+ form types.	Apr 2021 - Jun 2022
<ul style="list-style-type: none">Improve the end-to-end experience of Social Security Platform by conducting usability reviews, identifying UX issues, and proposing design recommendations.Designed intuitive and visually appealing user interfaces for web and mobile applications.Designed high fidelity UI mockups and worked closely with developers to ensure design consistency and feasibility.	

Lead UI/UX Designer (contract) Onstage TV, Remote	Oct 2018 - Sep 2019
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Personal details

Gender Male
Working Rights USA and AUS
Website voltsite.co (portfolio)
Personal Brand Desirel.live

Languages

English

Skills

UX Design

UX Research

Wireframing

Prototyping

User Journey maps

User Testing

Design Research

Design Strategy

User Interface

Achievement: Obtained 95% user satisfaction from App users worldwide.

- Developed a web app for the ONSTAGE TV, Jamaica's biggest entertainment news platform, from start to finish (research, design, test, implement) as lead designer with a team of six fellows .
- Synthesized user insights into feasible design decisions; deployed an MVP within 4 months. Utilized User Journey, Storyboards, prototypes, mockups and designs for OnStage TV's app Development.
- Executed app deployment on both IOS and Android platforms for 3 million users for Jamaica's number #1 media platform.

Lead UX/UI Designer (permanent) Oct 2012 – Apr 2016

Quinter Design, Maryland, USA

Achievement: Completed deliverables an average of 10% before deadlines. Boosted UX scores by 25% above average for the company.

UX Research UI/Interaction Design. Agile Development, Journey Mapping, Information Architecture. Wireframing Prototyping. Usability Testing Data Analysis. Motion Data Visualization. Identity Systems Print. Illustration

Lead UX designer for high-end design firm.

- Collaborated with cross-functional team to design and develop innovative web and mobile applications that improve user engagement and satisfaction.
- Conducted user research to understand user needs, behaviors, and pain points.
- Created wireframes and prototypes to communicate design concepts and gather feedback from stakeholder and users.
- Conducted usability testing and incorporated user feedback to refine and improve designs

Lead UI/UX Designer (freelance) Apr 2002 – Mar 2022

Voltsite (own business), Across USA

Providing Lead UX/UI expertise to clients encompassing a one-stop-shop using a user centered design approach for UX design, UX research, UI design, Web design, app creation, Payment platform, branding and online marketing. . Conduct and structure UX research efforts with customers to make data-driven design decisions •

Created design systems and style guides to ensure consistency across multiple applications and platforms.

Clients include:

- **AJ Benz (auto dealer; Washington DC)** – Created user centered design to increase customer interaction. <https://ajbenz.com>
- **Top Tier Fico (Credit Repair Company)**– Overhauled UI/UX architecture and designed a modern approach for user focused designs. Increased revenue projections and actuals by over 600%. <https://toptierfico.com>
- **MACVICE (eCommerce platform)** – Provided a prototype and design frameworks for 30,000+ products. <https://macvice.com>
- **MADGLARE (paparazzi business; Las Vegas)** – Created Journey maps, Empathy maps, and User stories to help target ideal customer base. Provided an information architecture breakdown for user centered design. <https://madglare.com>
- **Afra Make Up (bridal hair & makeup; Washington DC)** – This was a passion project after my now-wife used Afra's services for our wedding in 2022. I created an online presence for her business

Human Centred Design

Video Editing

App Creation

Design Expertise

Design Research

Design Strategy

User Interface

Web Design

Human Ctd Design

Service Design

Storytelling

Scenario Design

System Design Prototyping

Video Editing

Software Capability

Enterprise UX

Axure & Figma

Sketch

Principle

InVision

360 | Sketchup

Adobe XD

Photoshop

Illustrator

InDesign Premiere After

Effects

Programming Capability

HTML

CSS

JAVASCRIPT

PHP

508 Compliance (ADA)

Qualities

- Empathy, Collaboration, Communication, Active listening, Analytical

to create a better user experience for her customers.

<https://aframakeup.com>

- **Roberts Commercial (cleaning; Washington DC)** - Increased revenue projections and actuals by over 300% after focusing of user needs and feedback <https://lidcave.com>
- **Georgetown Renovations (renovations; Virginia)** - Increased revenue generated by 200% after user interface overhaul. <https://georgetownrenovations.com>
- **Little Crowns (non-profit; Virginia)** - Created user centered designs to receive grants from individuals and government. <https://littlecrowns.org>
- **Colours Afro Beat (musicians, Ireland)** - This band has a big following in Ireland and needed a solution for their fan base to be kept up to date with the band's movements. I created the user designs, prototypes and wireframes and implemented final designs. <https://coloursafrobeat.com>
- **Montgomery College clubs** - First initiation into UI/UX practices to facilitate designs for students using extensive surveys to increase college club(s) participation.

Education

Montgomery College

Montgomery

- Associates of Science
- Associates of Art

BSc.

University of Massachusetts Lowell, Lowell

Enrolled

Extracurricular activities

Freelancer - Founder of Voltsite; I help individuals and businesses to elevate their user experience interfaces and brand presence across different platforms

Author - Power of Paradise and Wiz Diary. Both are available for purchase on Amazon