



LAWRENCE GUZMAN

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EDUCATION

Bachelor of Science in Design, 2005

Comprehensive Major:

Visual Communications

and Interior Design

University of California, Davis

SKILLS

UX / UI / UX Research / Prototyping

Wireframing / User-centered Design

Web Accessibility / Figma / XD

Invision / HTML / CSS / Javascript

Photoshop / Illustrator

Certification

WAIO.1x: Intro to Web Accessibility

Foundations of UX Design

EXPERIENCE

Gap Inc.

UX Designer (April 2022 - May 2023)

- One of the two UX Designers assigned to improve engagement on Athleta's community site, AthletaWell.
- Developed wireframes, prototypes, and participated in user interviews.
- Managed and oversaw vendor relationship with external design firm tasked to build an extension of the e-commerce site for Banana Republic.
- Co-led the creation and approval of a design system for the AthletaWell brand, leading to increased team efficiency and consistency of deliverables.
- Partnered closely with developers to determine feasibility and implementation of designs.

Banana Republic

Senior Designer (2017 - 2022)

- Designing full landing page experiences that enrich customers' shopping experience with clear navigation and user flow.
- Leading the visual direction and creation of assets for seasonal promotional campaigns.
- Collaborating with marketers and developers to streamline the customer journey.
- Managing relationships with external print production partners to ensure accurate and consistent brand message.
- Supervising junior designers, providing ongoing coaching and creating opportunities for growth.

Associate Designer (2013 - 2017)

- Designing weekly promo and seasonal emails that are seen by millions of email subscribers.
- Handed over pixel perfect and web-optimized deliverables.

Freelance Designer

Ssissosf.com: January 2013

- Created a full suite of brand assets for a new local Korean restaurant, including the brand logo, visual system and custom-build Wordpress CMS-based website.

Retrofitrepublic.com: Fall 2012

- Partnered with a sustainable fashion styling and event design to develop and create the visual direction of their Fall 2012 lookbook.

Raremink.com: February 2012

- Collaborated with film producer Finley Wise to build and design a website showcasing his work.

WhiteCollarBrawler.com: August 2010

- Worked with the digital content company, Portal A, to design the visual branding on one of their first YouTube shows, and used it to build a website and marketing collateral.