Eduardo Lara

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SUMMARY

User Experience Designer with a foundation in Graphic Information Technology, passionate about crafting trusted and intuitive experiences across digital platforms. With expertise spanning e-commerce design and photography, information architecture, UX research, and agency collaboration, I specialize in simplifying complex systems into favored user-centered design solutions. Particularly skilled in prototyping, user testing, content organization, interactive design, photography, and content design, I thrive in environments where thoughtful design meets real-world impact, especially in marketplaces and service-based digital products.

EDUCATION

B.S., Graphic Information Technology (User Experience)	Dec 2024
Arizona State University, Mesa, AZ	4.0 GPA
B.F.A., Art (Photography)	Dec 2021
Arizona State University, Tempe, AZ	3.76 GPA

TECHNICAL SKILLS

Design & Creative Tools: Figma, Framer, FigJam, Adobe XD, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Canva

UX Design Skills: Wireframing, Prototyping, User Research, User Testing, Heuristic Evaluation, Information Architecture, Journey Mapping, Design Systems, Content Strategy

Research & Analysis: IBM SPSS Statistics, Survey Design, A/B Testing

Web & Front-End: HTML5, CSS3, Bootstrap

Photography & Visual Production: Technical Product Photography, E-Commerce Styling, Image Editing, Lighting & Composition, Workflow Optimization, Creative Direction

Productivity & Management: Microsoft Office, Time & Team Management

Certifications: Google UX Design Professional Certificate, Web Development (HTML, CSS, Bootstrap)

PROJECTS

Student Designer, The GIT Creative Agency – AMA Phoenix Website Revamp   Fall 2024

- Collaborated with a multidisciplinary team to redesign the AMA Phoenix website, addressing navigation complexities and improving fragmented user experiences.
- Conducted research on CMS and web platforms to recommend optimal solutions tailored to AMA's needs.
- Delivered key design assets, including user journeys, wireframes, a comprehensive visual design system, and an improved information architecture.
- Streamlined navigation, reduced content density, and introduced a cohesive theme to guide future development teams.
- Utilized Figma and FigJam for design ideation, collaboration, and prototyping.

Discogs Web and App Redesign, Senior UX Project, ASU   Summer 2024

- Led an independent redesign of Discogs' marketplace platform, focusing on streamlining product discovery and navigation

- Conducted heuristic evaluations and user testing to identify usability pain points in the homepage and mobile app
- Created wireframes, prototypes, and a revised information architecture using Figma
- Updated brand visuals, typography, and packaging design to modernize the product and improve consistency
- Delivered fully interactive desktop and mobile prototypes within a one-month timeline

Tools: Figma, FigJam, Photoshop, After Effects | *Skills:* UX Research, Prototyping, IA, Branding

Researcher, Experimental Method Research Project, ASU   Fall 2023
Studied the relationship and identity of the user and their avatar
Worked on an experimental Research project studying the relationship and identity between the user and their avatar through the online game Final Fantasy XIV:
- Hypothesized and analyzed the responses using IBM Statistics, examining the connection between the user and the avatar they created (Final Fantasy XIV)
- Conducted an experiment employing a methodology involving Google Forms, which included a control group and two test groups, each comprising 30 participants
- Resulted in support of the hypothesis that the user and avatar have a connection, regardless of design limitations.

WORK EXPERIENCE

GIT Creative Agency: Student Designer
Aug 2024 – December 2024
- Researched CMS Platforms relating to the AMA project
- Aided in constructing a refined Information Architecture for the AMA homepage and membership page
- Assisted in identifying the direction of sketches by collaborating with a mid-fidelity prototype design
- Collaborated with team members and project managers to wireframe homepage structure while aiding in other projects within the agency for input, inspiration, and trajectory of each project.

My Sister's Attic, Scottsdale, AZ: Lead Product Photographer (36-40 hours/week)
Jun 2019 – April 2025
- Captured, edited, and delivered high-quality product images for website listings, ensuring brand consistency and visual appeal across the company website
- Designed promotional content for social media using Photoshop and Canva, increasing customer engagement and online visibility
- Built and implemented custom Photoshop automation workflows, accelerating productivity and reducing repetitive tasks for photographers
- collaborated with retail and web teams to ensure product accuracy, styling, and placement aligned with customer expectations and online merchandising goals
- Maintained a consistent photo output quota, demonstrating strong time management and reliability
- communicated with management, web team, and photographers to align on daily goals, shot lists, and asset delivery timelines
- adapted to evolving brand guidelines and shifting across different location/studio conditions, demonstrating creative problem solving and flexibility
- Organized vignettes and staging to promote styles and aesthetics for social media