Deborah Lalush

UX Designer, Researcher, and Communicator

deblalush.com | deblalush@gmail.com

Education

North Carolina State University
Bachelor of Industrial Design 2020
Add'l studies of Cognitive Science
Member of APO, Theater Honor Society

Extra Certifications
IBM Design Thinking Practitioner
IBM Design Thinking: Team Essentials
for AI
Monday.com Product Certification

Speaking Events

TEDx NC State 2020
How to Give a Better Sweater
Professional inclusion and access for
those with disabilities are lacking within
the design industry, but we can do better

IDSA WDDD Conference 2022
Stop Gatekeeping Design!
Nobody decides who "deserves" to be
called a designer. The academic barriers
we assume to "earn" the title keep
design much too exclusive and ableist.

Skills

Technical / Programs:

- Figma   -Miro
- Sketch   -InVision
- Full Adobe Creative Suite
- Full Microsoft + Google Suites

Soft / Experiential Skills:

- Working with Cross-Dynamic teams
- Learning on the fly to solve problems
- Presenting + speaking well
- Conducting user tests and interviews
- Creating user journeys, personas, user
stories, app flows, wireframes, etc
- Leading UX workshops
- Conducting UAT and basic QA

Experience

Neon Carrot
Accessibility Consultant (May 2022 - present)

- Perform general research as well as usability and accessibility tests
- Act as voice for users to push for accessibility as part of all designs
- Contribute the expertise of an experience designer to all projects

Smashing Boxes
Junior Digital Designer (July 2021 - March 2022)
Engagement Manager (May 2021 - March 2022)

UX Research + Design:
- Lead and contribute to design workshops, stakeholder and user interviews
- Create and review user journeys, personas, user stories, app flows, and wireframes
- Conduct heuristic accessibility reviews and teach clients accessibility requirements and advantages

Project + Engagement Management:
- Absorb quickly all documentation on legacy or returning clients to respond to and solve arising questions or issues
- Resource, track hours for, and manage tech leads, designers, and offshore developers
- Compose RFP responses and SOWs and negotiate contract terms
- Troubleshoot urgent issues by mediating between client and dev team
- Personally conduct QA and UAT when needed to continue progression of projects

Freelance
User Experience Consultant (August 2020- May 2021)

ViewBuff / Potter Media Group:
- Plan, lead and conduct all UX research for small startup
- Gather users and perform application usability tests and interviews
- Transform all research results into insights and designs

Volunteer / Catchafire:
- Evaluate non-profit websites for usability and intuitive design
- Provide insights for non-profits looking to improve + expand their websites

NCSU Office of Finance and Administration
Receptionist (July 2019-March 2020)

- Create, review, and distribute documentation and notes for the OFA
- Assist the Vice Chancellor with various tasks whenever needed