

# LENET RON

UX/UI DESIGNER | SAN FRANCISCO, CA



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[lenetronportfolio.com](https://lenetronportfolio.com)

## SKILLS

Affinity Mapping,  
B2B & B2C Marketing,  
Card Sorting,  
C&C Analysis,  
Cross-departmental  
collaboration,  
Customer Experience,  
Design Solutions,  
Digital Wire Framing,  
Heuristic Evaluations,  
Information Architect,  
Interaction Design,  
Iterated Sketches,  
Mockup Design,  
Personas,  
Project Management,  
Prototyping,  
User Flows,  
User Interviews,  
User Research Synthesis,  
Usability Testing,  
UI & Visual Design,  
UX writing

## TOOLS

Figma, Adobe Creative  
Suite, Optimal Workshop,  
WordPress, Microsoft  
Suite, Google Suite,  
Hubspot, Google  
Analytics

## EDUCATION

### General Assembly, UX/UI Designer

Certificate of Completion  
Jan 2023 - May 2023

### University of California, Santa Barbara

BA in Psychology  
Sept 2013 - June 2017

## SUMMARY

Designer with a background in marketing & psychology and experience in the renewable energy, AR, and ML industries. Focused on applying an interdisciplinary & CX approach, aligning user needs and over-arching business goals to create impactful, meaningful products.

## EXPERIENCE

### The Country House Concierge

UX/UI Designer | June 2023 - Sept 2023

- **Elevated Website Credibility & User Trust:** Developed a high-fidelity prototype of the website backed by heuristic evaluations & user testing research resulting in increased company credibility, user trust, and navigation intuitiveness.
- **Synthesized User Insights:** Discovered motivations by extracting & synthesizing qualitative data from interviews & affinity mapping.
- **Data-Driven UI Enhancements:** Enhanced UI by implementing data-backed solutions including client testimonials, refined copy, uniform call-to-action buttons, and an interactive booking calendar.

### ValuesAdvisor

UX/UI Designer | April 2023 - April 2023

- **Bolstered User Trust & Empowerment:** Redesigned the website based on research (heuristic evaluation, interviews, & usability tests) to emphasize business values and optimize onboarding, bolstering user trust & empowering users to seek advisors.
- **User Insights through Qualitative Research:** Discovered user investment habits and interest in values-based investing through user interviews & synthesizing data via affinity mapping.
- **Humanizing Profiles for User Connection:** Delivered user-centric solutions such as: revising copy and adding profile bios, quotes, and testimonials to humanize advisors.

### ForeFront Power

Project Lead, Marketing | Oct 2021 - Nov 2022

- Managed teams across 6 departments to create custom renewable energy solutions for the public sector & corporate clients.
- Project-managed over 20 client proposals, contributing to the company's main source of business.

### Lightform Inc.

Marketing Associate | Oct 2020 - Feb 2021

- Improved website performance by developing copy to enhance user accessibility and ensure compliance with UI guidelines.