Leo Andrulaitis

**UX Designer with an Arts and Media background.
Critical thinker and empathy champion who specializes in
prototypes, research, user interviews, and wireframing.**

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EXPERIENCE

UX/UI Designer – *Freelance*
FEB 2022 - PRESENT | REMOTE

- Designed a zero-to-one mobile app for event organization optimization, streamlining complex business tasks into a unified and intuitive mobile platform, resulting in a 40% increase in logistics efficiency.
- Spearheaded a branding project from scratch for an educational NGO leader, resulting in a doubling of online presence and information accessibility.
- Created a composite marketplace mobile app feature that improved search efficiency, reducing retrieval time by 60% and increasing user engagement.
- Enhanced the symphony orchestra website's UX, resulting in a 15% increase in audience engagement, web traffic, feedback quality, and event attendance.

Music Director/Sound Designer – *Future History*
AUG 2018 - JUN 2023 | REMOTE

- Transformed intricate requirements into strategic designs, achieving 200K audience growth in 3 months.
- Applied UX research insights to audio production and sound design, earning multiple award nominations within 2 months of launch.
- Delivered actionable strategies obtained through cross-team collaboration in UX research and user testing, enhancing interface intuitiveness and multifunctionality by 30%.

Head of Sound Production – *Reasoning Mind*
SEP 2012 - SEP 2018 | HOUSTON, TX

- Implemented UX strategies in sound design and managed actors for Imagine Math, an EdTech SaaS project, resulting in enrolling 1.5M+ students nationwide and earning multiple award nominations.
- Transformed the user experience through strategic integration of music and sound design, creating an accessible platform tailored to the target audience, and increasing engagement by 40%.
- Strategically incorporated educational songs and background music into the software, boosting user satisfaction and raising positive feedback from 60% to 80%.

SOFTWARE

Figma
Maze
Miro
Webflow
Framer
ChatGPT
Google Workspace
Zeplin

UX SKILLS

Prototypes
Wireframes
Interaction design
Site Maps
Usability testing
Information architecture
Storytelling
User interviews
Persona development
Competitive research

EDUCATION

Designlab UX Academy, CA
Product Design Certificate

Middlebury College, VT
Postbaccalaureate Program
(Cultural Studies, Music Production)

Irkutsk State University, RU
MA, Mass Media and Broadcasting