

Lara Matalka

UX/UI Designer | Visual Design

I bring a unique perspective combining artistic training, user-centered design thinking, and a passion for solving real problems. With experience across product design, digital interfaces, and brand strategy, I'm driven by creating intuitive experiences that feel both beautiful and functional. Curiosity, attention to detail, and collaborative problem-solving define my approach.

Experience

Freelance UX/UI Designer

2024 - Present

- Phaze: End-to-end hormone-tracking app design with user research, wireframing, prototyping, design systems
- ClassPass: Fitness watch integration feature with responsive design
- Friend Assembly: Website redesign (6→3 step booking flow), IA optimization, design system

Instructor & Freelance Designer

Friend Assembly Ceramic Studio | 2023 - Present

- Taught ceramics classes and developed curriculum
- Created all promotional graphics and social media content
- Developed visual branding and design assets

Instructor, Designer & Curriculum Developer

Flux Studio & Gallery | 2021 - 2023

- Taught classes, created visual identity and brand guidelines
- Designed social media graphics, promotional materials, presentations
- Produced video content for YouTube and course promotion

Education

UX/UI Design Certificate

Designlab UX Academy | 2024

BFA Ceramics/Sculpture

University of Montevallo, AL | 2018 - 2021 | GPA: 3.56

Selected Projects

Phaze

(Hormone-Tracking App)

End-to-end product design. Conducted user interviews (5+ participants), created wireframes and high-fidelity prototypes in Figma. Built comprehensive design system with accessibility focus (WCAG standards).

ClassPass

(Fitness Watch Integration)

Feature design for seamless watch integration. Designed intuitive pairing flow and activity sync experience. Created responsive layouts for desktop, mobile, and wearable devices.

Friend Assembly

(Website Redesign)

UX optimization for ceramic studio. Redesigned FAQ and booking pages for clarity and ease of use. Created student account center to manage classes and bookings. Rebuilt information architecture for mobile-first experience.

Contact

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Skills

User Research

Wireframing & Prototyping

Design Systems

Responsive Design

Accessibility (WCAG)

Information Architecture

Tools

Figma

Miro & Mural

Adobe Suite

Canva

CSS & Web

Other

Using Claude for coding

Brand Strategy

Agile Collaboration

Visual Communication