

# Lauren Connolly

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## EXPERIENCE

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### **Product Designer, Spotify**

Sep 2018 - Present

Designing for Spotify's new, self-service advertising platform that makes it easy for anyone to create and manage Spotify audio ad campaigns directly.

### **Adjunct Professor, School of Visual Arts**

April 2018 – Present

Teaching MFA students the Practice of Interaction Design through a series of hands-on, studio-based exercises.

### **Product Designer, Yelp**

Feb 2015 - Aug 2018

Led the design and strategization efforts for the cross-platform Messaging experience and previously the Yelp for Business Owner's App. Helped scale our German and San Francisco design team to 20+. Implemented processes and guidelines to optimize workflow and established a set of design principles.

### **UX Designer, Mozilla**

Sep 2014 – Apr 2015

Provided in-browser promoted content experiences for advertisers seeking higher-quality relationships with their audience and who choose Mozilla Content Services in order to have a future-facing, ethical partner with scale.

### **Lead Product Designer, TripAdvisor**

Jul 2013 – Feb 2015

Lead the Vacation Rentals design team. Developed wireframes and information outlines during the planning stages to assist in content strategies. Defined the team mobile app experience. Analyzed site statistics and provided ongoing assessment of web usability, design, and overall quality in the site-wide rebrand process.

### **Freelance Designer, HAGA**

May 2009 – Jul 2013

Clients included: Adobe, American Graphics Institute, Boston Bar Association, EF Tours, Glovebox, Group Visual, Groupon, Pearson Education, Prana Power Yoga, Scholastic

## EDUCATION

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### **BA, Anthropology**

University of Central Florida • May 2009