



LAUREN HANEY

UX DESIGNER

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I am a UX designer with a background in Anthropology with over 10 years in the Entertainment industry. With Anthropology I'm inspired to study the behaviors of people, and have a strong foundation in user research, and creating user personas. Working in the entertainment industry, I have sharpened my ability to work effectively with people at all levels to solve problems.

Skills

User Research & Analysis, Persona Creation, Information Architecture, Project Management, Wireframing, User-Centered Design, Responsive Design, Usability Testing, Customer Journey Maps

Tools

Sketch, InVision, Principle, Marvel, Photoshop, Zepelin, Slack, Trello, Asana

Projects

Upcomer Mobile App Redesign Researcher | UX/UI Designer

Upcomer is an eSports companion App. This concept project envisions to improve the customer experience by growing the community and increasing engagement of users.

Sony EBRG President, Emerging Professionals

- Founded the "Reverse Mentor" leadership program and persuaded studio executives to support millennial employees, growing to 75 executives in four years.
- Managed a leadership board of eight peers and represented 500 team members studio-wide.

Education

General Assembly User Experience Design

Lehigh University BA Anthropology

Experience

EVRealities (contract)

UX/UI Designer | Los Angeles, CA | Dec 2018 - Jan 2019

EVRealities is a community and marketplace for immersive content (VR, AR and 360) creators and publishers. They asked our team to improve their on-boarding process and ideate on a marketplace.

- Improved sign on flow for VR creators, improved user experience by building out marketplace and creating value propositions in sign up process
- Implemented bifurcated sign on flow for two user groups
- Developed clickable prototype with redesigned on-boarding process

Advantage Solutions (contract)

Sales Specialist, DirecTV | El Segundo, CA | Jun 2018 - Aug 2018

Worked with franchise owners of various restaurants, bars and medical facilities on expanding DirecTV offering and sports packages to drive customer engagement and increase traffic into locations.

- Created interactive displays at conventions to engage with franchise owners and prospective customers.

Freelance & Consulting | 2017 – 2018

Consulted with several companies and provided guidance in launching Reverse Mentoring individually tailored for unique company cultures.

- Various projects and for small media companies relating to PR, marketing, email marketing and prospecting for events in the Los Angeles Metro area.

Sony Pictures Entertainment | Culver City, CA | 2007 – 2017

Account Manager, Special Markets (2016 – 2017)

Managed retail liquidation channels. Presented monthly new product sheets to various customers to close purchase agreements. Analyzed sales data and provided forecast for new products.

Senior Analyst, Sales Communications (2014 – 2016)

- Built strategy for all overstock and liquidation product, moving 5M+ units and generating incremental gross profit.
- Led a Sharepoint project to create a cross-functional, division-wide reporting database for communication of documents for domestic sales, leading to over 2000 hours saved across sales division.

Analyst, Sales Communications (2011 – 2014)

Managed Domestic Sales Communications of DVD, BD, MOD and Digital product; includes all pricing strategy, scheduling, and repricing of SKUs.

Analyst, Sales Administration (2007 – 2011)

Oversaw customer product set-ups for 40+ scan-based trading accounts and uploaded direct metadata to customer systems to track point-of-sale.