

Lauren Haney

UI/UX Designer

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I am a UI/UX Designer with a background in Anthropology and over 10 years in the Entertainment industry. I believe in technology that solves problems and makes life's everyday tasks delightful. I combine my desire to understand human behavior with thoughtful designs to solve problems founded on user-centered research.

SKILLS: User Research, UI Design, Information Architecture, Wireframes, Prototyping, Project Management, Usability Testing, Interaction Design, Customer Journey Maps, User Flows, Site Maps

TOOLS: Sketch, Flinto, InVision, Figma, Abstract, Principle, XD, Photoshop, Adobe CS, Zeplin

PROFESSIONAL EXPERIENCE

Deutsch LA, Los Angeles, CA (contract)

Sept 2019 – Present

UX Designer

UX Design for Taco Bell Supreme Loyalty app ideation and design, as well as website design for ongoing National Campaigns (National Taco Day, Xbox giveaway, and Vegetarian Menu).

- Responsible for UX design for several Taco Bell campaigns, working with account executives to prioritize client requests and graphic designers to bring designs to life.
- Delivered annotated wireframes, site maps, and user-flows to cross-functional teams.
- Collaborated with various departments to conceptualize design solutions and engaged with end users to validate those solutions.
- Facilitated usability testing to gain feedback for design team and clients between sprints.

Worklab.io, Los Angeles, CA (contract)

Jun 2019 – Aug 2019

Sr UI/UX Designer

Working with a logistics client to redesign their enterprise software for claims, orders, processing, billing web and mobile interfaces. First UX designer hired for project implementation.

- Worked with stakeholders to facilitate user research and testing.
- Delivered user stories, service design blueprints, wire-flows, site maps, and user-flows to development team for software build.
- Collaborated with various departments to conceptualize design solutions and engaged with end users to validate those solutions.
- Established style guides, typography, and iconography for redesign.

TUKA, Los Angeles, CA (contract)

Mar 2019 – May 2019

UI/UX Designer

TUKA is a music streaming platform and social network utilizing an “artist first” mentality, and priority for connecting users authentically.

- Interviewed users and conducted market research to identify consumer segment.
- Created responsive web and mobile user centered designs.
- Established typography, iconography and branding for visual design.
- Develop & prototype UX & UI concepts, workflows and wireframes

ComforCare, Los Angeles, CA (contract)

Jan 2019 – Mar 2019

UI/UX Designer

Comforcare is a home health services company that sends caregivers to patients' homes for various healthcare and personal care needs. I redesigned the mobile app for caregivers and franchise owners' use of timesheets, tasks and care plans to better meet business needs.

- Created service design blueprint, which identifies areas for the business owners to maximize efficiencies with internal processes.
- Interviewed employees, conducted market research to understand competitors.
- Conducted usability tests, created wireframes, and high-fidelity prototypes.
- Delivered design solution that reduces time spent on payroll and timesheets by 50%.

EVRealities, Santa Monica, CA (contract)

2018 – 2019

UI/UX Designer

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.

- Led market research of immersive technology landscape, testing various VR headsets and identifying opportunities for market niche.
- Conducted A/B testing on varying designs
- Conducted 15 interviews of content creators and publishers.
- Synthesized research by creating customer journey map, to understand users pain points.
- Developed clickable prototype with improved user flow of on-boarding process and marketplace.

Freelance UX & Business Consulting

2017 – 2018

- Consulted with several companies and provided guidance in launching Reverse Mentoring individually tailored for unique company cultures.
- Provided marketing strategy, communications and email campaigns for small businesses.

Sony Pictures Entertainment, Culver City, CA

2007 – 2017

Project Manager, Sales Operations

Managed various B2B and enterprise projects collaborating with marketing, IT, sales and operations. Interfaced with several clients to help business meet needs of changing client demands.

- Promoted from Analyst through to Manager over 10 years

EDUCATION

Certificate – UXDI, General Assembly

- **User Experience Design Certification**

Bachelor of Arts – Anthropology, Lehigh University, Bethlehem, PA

- **NCAA Division I Regional All-American in Softball**
- **NFCA All-American Scholar Athlete**