

# Lauren Haney

UX/UI Designer

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I am a UX/UI 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

**Concierge**, Los Angeles, CA (freelance)

Dec 2019 – Present

### UX/UI Designer

UX/UI Design for a mobile travel. Leading full design, research & strategy for MVP of product.

- Established design system, style guide, typography and color palette.
- Rapid prototyping for pitch presentations.
- Conducted extensive market research to pinpoint user demographics, business strategy and user testing plans.

**Deutsch LA**, Los Angeles, CA (contract)

Sept 2019 – Nov 2019

### 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 UX/UI Designer

Working with a logistics client to redesign their enterprise software for claims, orders, processing, billing web and mobile interfaces, as well as dashboards for analytics.

- 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.
- Worked with team of developers as sole designer.
- Established style guides, typography, and iconography for redesign.

## **Freelance UX/UI Design**

**2017 – Present**

Freelance UX/UI designer for mobile, responsive web, and enterprise software; across a variety of industries such as: technology, media, advertising, healthcare, and entertainment. Highlights of deliverables include:

- Interviewed users and conducted market research to identify consumer segment.
- Created service design blueprint, which identifies areas for the business owners to maximize efficiencies with internal processes.
- Established typography, iconography and branding for visual design.
- Develop & prototype UX & UI concepts, user-flows and wireframes.

**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