

Lauren Haney

UX Designer

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I am a UX Designer with a background in project & account management. 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 Flows, UI Design, Information Architecture, Wireframes, Prototyping, Project Management, Usability Testing, Interaction Design, Customer Journey Maps, User Research, Site Maps

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

PROFESSIONAL EXPERIENCE

INNOcean USA, Los Angeles, CA

Jul 2020 – Present

UX Designer

UX Design for Genesis.com, redesigning and building a new luxury car brand digital experience.

- Developed wireframes and presented to clients, for various parts of website including VLP, homepage & ancillary pages.
- Conducted A/B tests to validate theory and test CTA verbiage.
- Created user flows for multi-phased roll out of various cars to align with global & national strategy.

Concierge, Los Angeles, CA (freelance)

Dec 2019 – Jun 2020

UX/UI Designer

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

- Conducted extensive market research to pinpoint user demographics, business strategy and user testing plans.
- Established design system, style guide, typography and color palette. Ensuring that overall user experience and UI is intuitive.
- Rapid prototyping for ongoing user testing to inform design decisions.

Deutsch LA, Los Angeles, CA (contract)

Sept 2019 – Nov 2019

Sr UX Designer

UX Design for Taco Bell Supreme Loyalty app ideation and design (mobile iOS), 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, presenting designs to client to ensure requests are being met.
- Delivered annotated wireframes, site maps, and user-flows to cross-functional teams.
- Identified areas of improvement to create more cohesive UX, collaborating with various departments cross-functionally.
- 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.

- Collaborated 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