

Lauren Kenny

EDUCATION

Carnegie Mellon University

Bachelor of Design (BDes)
Majors: Design, Linguistics
2017 — 2021

HONORS

2019 Brand X Challenge
[6th place out of 200 teams](#)

2018 Dean's List
[Carnegie Mellon – Spring 2018](#)

2017 Scholastic Art & Writing Awards
1 National Silver Medal
2 Regional Gold Keys

SKILLS

User Research
Systems Thinking
Design Systems
Creative Strategy
Interaction Design
Visual Communication
Information Architecture
Rapid Prototyping
Storyboarding
Wireframing
Bookbinding
Typography
UX / UI

TOOLS

Figma
Adobe CC
Sketch
SketchUp
Axure
Wordpress
Keynote
Praat
Confluence
Jira
Python
p5.js
HTML, CSS
jQuery

EXPERIENCE

Product Designer | Maven Machines

JUNE 2021 — PRESENT (Pittsburgh, PA)

Leading a team of designers and PMs to reimagine and redesign our Fleet Management Platform to streamline real-time monitoring and increase operational efficiency. Building out our driver-facing application to increase driver productivity and driver satisfaction. Leading the effort to design and maintain a design system across our 5+ products utilizing Figma libraries.

Product Design Intern | Maven Machines ^{1 year}

JUNE 2020 — JUNE 2021 (Pittsburgh, PA)

Fully integrated into an agile product team working to design a new product for our enterprise software suite. Worked directly with product managers and software engineers to develop a product roadmap and design phased iterations of the product. Conducted user interviews to validate proposed features and functionality. Designed and released multiple features to several enterprise trucking fleets.

Digital Marketing Director | Wind Chime Properties ^{11 months}

AUGUST 2020 — JUNE 2021 (Glen Allen, VA)

Audited the current digital presence, and designed a one-year marketing plan to increase client intake. Redesigned the company website and managed social media platforms.

Freelance Designer ^{5 years}

JANUARY 2015 — MAY 2020 (United States)

Contracted to design company logos, event posters, information booklets, motion graphics, and marketing materials. Recently worked with a wearable technology startup to develop a brand vision and design consumer facing communication materials and packaging.

Design & Marketing Intern | IKOR of Western Pennsylvania ^{9 months}

JULY 2019 — MARCH 2020 (Pittsburgh, PA)

Developed the digital presence for a life care management firm. Designed and created a responsive company website and used SEO strategies to improve site traffic. Built out the company brand identity with new colors, typefaces, and icons.

Graphic Designer | Center for Student Diversity & Inclusion ^{4 months}

AUGUST 2019 — NOVEMBER 2019 (Pittsburgh, PA)

Designed print media for various conferences and events. Worked alongside the Center committee to design a brand strategy for each event.

Marketing Board Leader | Susan G. Komen Teen Advisory Board ^{1 year 8 months}

SEPTEMBER 2015 — MAY 2017 (Richmond, VA)

Helped promote the Susan G. Komen organization and annual Race for the Cure through social media and advertisements. Developed the Teen Advisory Board brand identity. Learned about following strict brand guidelines and growing an organization through the use of web, social media, and print media.