

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

EXPERIENCE

Product Designer | Maven Machines

JUNE 2021 — PRESENT (Pittsburgh, PA)

Building our B2B SaaS platform to simplify business operations for a variety of users, such as truck drivers, operations managers, analysts, and executives. Collaborating with a cross functional team of designers, product managers, and engineers to define complex problem spaces and propose human-centered solutions. Conducting user research and usability testing to ensure the best solutions are shipped to our customers. Designing a 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 and components.

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 15+ features used by over 10,000 users daily. Conducted usability testing with customers through high-fidelity interactive prototypes.

Digital Marketing Director | Wind Chime Properties 11 months

AUGUST 2020 — JUNE 2021 (Glen Allen, VA)

Performed an audit of the existing digital presence, and designed a one-year marketing plan to increase client intake. Redesigned the company website and managed social media platforms to increase brand awareness.

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 developed a responsive company website and implemented SEO strategies to increase site traffic. Created a new corporate 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.