

Lauren Mathieson

UX + PRODUCT DESIGN RESEARCH + STRATEGY

I'm passionate about solving real user problems through research and crafting quality, strategy-focused solutions.

CONTACT

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EDUCATION

Wayne State University
BFA | 2010 | Summa cum Laude

TRAINING

UX Certificate
Nielsen Norman Group | 2019

Design Sprint Masterclass
AJ & Smart | 2019

Designing Strategy
IdeoU | 2019

Micro Masters
User Experience & Design
U of M & EduX | 2018

EXPERIENCE

Senior Product Designer
Detroit Labs | March 2019 - Present

Acts as design lead over a product vertical, focusing on shaping product vision, ensuring product consistency, and iterative UX improvements.

Responsible for design strategy, user experience, and visual design for web and mobile projects.

Collaborates with an agile team to build consumer-facing web apps, and accompanying the internal iOS apps.

Works with key client stakeholders to map and define the end-to-end user experience and product strategy.

Product Designer
Ford Motor Company | March 2017 - March 2019

Worked with a balanced, agile development team to build a web app for fleet management.

Conducted extensive research and contributed to executive strategy for internal enterprise social network solutions and social collaboration tools.

UI/UX Designer
Media Genesis | August 2015 - March 2017

Designed responsive websites for a variety of industries including healthcare, B2B, and e-learning.

DESIGN

Product Thinking
Workshop Facilitation
Wireframes
User-Flows
Prototypes
Interaction Design
Visual Design
Design Ops
Design Systems

RESEARCH

Interviews
Contextual Observation
Analogous Research
Journey Mapping
Service Blueprinting
Hypothesis Creation
HMW & Synthesis
User Testing
Surveys