

# Lucy Kent

Product Design · UX · UI · Strategy

**EMAIL** [lucy@lucykent.io](mailto:lucy@lucykent.io)

**PORTFOLIO** [www.lucykent.io](http://www.lucykent.io)

**LINKEDIN** [in/lucyrkent](https://www.linkedin.com/in/lucyrkent)

## EXPERIENCE

### **Champions Round, Remote** — *Senior Product Designer*

SEP 2022 - PRESENT

Leading design initiatives from 0 to 1, driving significant enhancements to the user experience on iOS and Android platforms.

- Led user research and played an active role in shaping design strategy and product vision.
- Led Spicy Slips game mode, resulting in a significant increase in user participation (200%) and revenue (nearly 400%).
- Worked with cross-functional teams to align feature roadmap resulting in 60% shorter, more productive collaborations.
- Optimized agile processes for effective collaboration, improved productivity, and timely project delivery.

### **Champions Round, Remote** — *Product Designer*

NOV 2021 - SEP 2022

As the 2nd product designer on the team, collaborated closely with engineers and stakeholders to successfully deliver high-quality and impactful solutions, consistently meeting aggressive project timelines.

- Improved communication, transparency, and expectations between teams, resulting in efficient project delivery.
- Redesigned Seven Stakes game flow, driving an increase in average participation rate (400%) and contest creation by users (300%).
- Provided key support in critical areas such as payments, identity verification, and various game mechanics.
- Led diverse projects, including compliance with Apple's delete account requirements and in-app notifications.
- Steward of our evolving design system

### **Moken™, Remote** — *F21 Idea Factory, Product Designer, Contract*

SEP 2021 - DEC 2021

Using Agile UX to design a B2B web app for NDA startup to reduce the human capital required and scale up the business.

- Conducted research to develop personas and define product requirements.
- Designed streamlined interaction flows to optimize sales efficiency and automate workflows.
- Collaborated with a cross-functional team to ensure delivery of key features for a comprehensive MVP.

### **Population, Remote** — *UX Designer, Contract*

APR 2021 - JUN 2021

Designed B2B SaaS mobile app for IoT startup using Lean UX principles, delivering essential features for MVP.

- Conducted user research, gaining stakeholder buy-in on product requirements and user flows.
- Collaborated with cross-functional teams to deliver hi-fidelity prototype and iterative designs.

## EDUCATION

### **Iowa State University, Ames, IA** — *BA of Arts and Design*

MAY 2010

Achieved 3.6 GPA in computer engineering courses alongside BA in Arts and Design.

## **SKILLS**

User Research

Testing/Validation

Visual Design

Information Architecture

Interaction Design

Wireframing

Rapid Prototyping

Design Systems

Usability Evaluation

Data Analysis

Agile Methodology

Responsive Design

iOS

Android

## **LANGUAGES**

English, Spanish