



Lauren E. Phillips

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Professional Summary

Product Designer with a background of 5+ years in Marketing and International Business, passionate about designing innovative and attractive environments that function like second nature. Excellent teamwork skills and creative approach to problem solving both user and business related issues.

Work Experience

UX/UI Designer - Contractor (InVision, Figma, GSuite, Miro, Trello)
Developmint Co: *January 2022 - Present*

- Collaborating with software developers and executives on gaming platform - under NDA
- Designing low-fi wireframes, high-fidelity interactive mockups, and generating user-centered ideas
- Preparing handoff to software developers - project set for release Summer 2022

Graphic Designer - Contractor (Adobe Creative Suite, Canva, GSuite)
Higher Planes Medical Group: *April 2021 - June 2022*

- Designing creative and interactive flyers, packaging, and promotional materials bi-monthly for events and holidays
- Increased local clientele through both referral and print marketing, with flyers accounting for 80% of user acquisition

Academic Experience

University of California, Berkeley: (Adobe, Figma, GSuite, InVision, Miro)
Built over 5 websites, apps, and platforms to demonstrate complete understanding of Double Diamond UX Processes

Narika: UX/UI Designer / Researcher

- Volunteered in a team of 5 to redesign web and mobile site of non-profit organization helping survivors of domestic abuse
- Led heuristics evaluation, identified solutions for site issues, reworked information architecture, designed hi-fi page
- Increased brand trust and made navigation easier, presented findings and changes to Narika executives and instructors

Hype: UX/UI Designer / Researcher

- Worked in a team of 4 to create fitness app that motivates users to work out through healthy competition and social interaction
- Conducted user interviews, built surveys, created user personas, sketched concepts, designed low-fi + hi-fi pages + data visualization
- Presented product to instructor, peers, and professor of LA Design School, with special recognition for solo-designed analytics page

ED.gov: Team Lead; UX/UI Designer / Researcher

- Led a team of 3 in redesigning the US Government's Education page to help children of immigrants navigate applying for financial aid
- Elevated brand consistency and decreased bounce rate by creating a simpler, more attractive new interface
- Presented final product to peers and instructors and was met with high remarks

Education

UX/UI Design Certification

University of California, Berkeley
Spring 2021 - Winter 2021

Bachelor's Degree - Marketing, Intl. Business

University of Alabama, *Spring 2020*

Skills

Research: Usability Testing, Heuristic Evaluation, Empathy Maps, Task Analysis and Persona Hypothesization, User Interviews and Surveys, Storyboards, Affinity Diagrams

Design: Product Design, Interaction Design, Wireframes and Mockups, Concept Sketches, Illustration and UI Graphics, User Flows, Style Guides + Pattern Library, Color Theory, Photography

Prototyping: Rapid Prototyping, CSS3 and HTML5

Collaboration: Empathetic, Communicative, Flexible, Self Starter, Problem-Solver

Other: Native in English, conversational in Japanese

Tools

Prototyping:

Figma | InVision | AdobeXD

Design:

ProCreate | Sketch | Canva
Adobe Creative Suite

Collaboration:

Miro | GSuite | Trello

Recognition

University of Alabama
Presidential Scholarship

Certification in Global
Collaboration +
Communication

Summa Cum Laude Graduate