

Lauren Waller

PRODUCT DESIGNER

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EXPERIENCE

GODADDY
Senior Product Manager IV (July 2021 – Present)

GODADDY
Senior Product Manager III (March 2020 – June 2021)

Leading a cross-functional, fully remote team of 10+ focused on the core experience of GoDaddy Studio: a content creation app. Responsible for product area strategy, team alignment, agile discovery & delivery processes, roadmaps, data analysis, UX guidance and project management, all across multiple platforms – iOS, Android and Web.

OVER (Acquired by GoDaddy March 2020)
Product Manager (March 2018 – March 2020)

I was the first PM to lead a cross-functional team at Over. Within those 2 years I learned how to run and manage agile teams and workflows, work with data, create strategies and work across multiple teams as the product and company scaled. The Over app was awarded "App of The Year" in the App Store in 2019 and was acquired by GoDaddy in 2020.

OVER
Product Designer (March 2017 – March 2018)

As a Product Designer at Over I helped design experiences for video, learning and onboarding. My role was multi-faceted as the company was early-stage startup and most of us wore many hats. I created prototypes, delivered design specs and ran usability tests as well as designed templates for the app and helped with marketing materials.

NEXT
Product Designer / Front-end Developer (Sept 2011 – March 2017)

During my 5 years at Next I transitioned from Digital Design to Product Design and Front-end Development as the scope of digital design in the world changed and software design became more popular. I helped design websites and CMS systems for clients with a strong focus on modular/dynamic design.

SELF-EMPLOYED
Web Design and Development (March 2011 – Sept 2011)

During these few months as a freelancer I helped design and develop websites for clients using Wordpress.

HELLO COMPUTER
Digital Designer (Jan 2010 – March 2011)

Designing digital experiences for advertising including micro-sites, Facebook pages and animated web banners using Flash Actionscript.

VEGA SCHOOL OF BRAND COMMUNICATIONS
BA degree in Strategic Brand Communication
(Graduated 2009)

RUSTENBURG HIGH SCHOOL
Graduated 2004

EDUCATION

HARD SKILLS

LOW-FIDELITY DESIGN (Advanced)
Wireframing, Sketching, Ideation
Tools: Miro, Paper Fiftythree, Marvel, Invision

HIGH-FIDELITY DESIGN (Advanced)
User flows, Prototyping, Design specs, Design systems
Tools: Figma, Sketch, Photoshop/Pixelmator, Principle, Framer

DATA (Intermediate)
User Research, Market Research, Usability Testing, Analytics
Tools: Braze, UsabilityHub, Usertesting.com, Survey Monkey, Typeform, Amplitude, Google Analytics

FRONT-END DEVELOPMENT (Intermediate)
HTML/CSS, SASS, Basic Javascript
Tools: Github, Webstorm, Webflow, Squarespace, Wordpress

PROJECT MANAGEMENT (Advanced)
Design Sprints, User Story Mapping, Release Planning, Agile
Tools: Miro, Jira, Trello, Asana, Notion

SOFT SKILLS

The experience I have gained with the various roles I have had throughout my career has given me a very well-rounded range of soft skills. As a PM, I have led cross-functional teams of 10+ designers and engineers for a number of years. I have also worked as both a designer and engineer and have the ability to empathise with both disciplines as well as understand the more technical side of product delivery.

All of these skills have helped me become a stronger Product Designer as I am able to:

- Shape the vision and work towards a business or product strategy while keeping solutions simple enough to ship quickly and iteratively
- Use and understand data to back up my design solutions
- Collaborate well with others cross-functionally
- Know when to use low or high fidelity design methods
- Share my work early and often and communicate effectively
- Stay focused on the customer as the highest priority over my own opinions
- Lead teams when needed and help to align teams on solutions or mission

RECOGNITION

PRODUCT

- Apple Recognition for Over App: 2019 App of the Year Award
- Peer Recognition at GoDaddy: "Pride in our products" Award

WEB DEVELOPMENT

- Okalpha website featured in Webflow ad 2021
- Okalpha website recognised by top design blog Typewolf
- Over website showcased on Hugo.io
- CSSCO featured on Product Hunt 2016
- CSSCO added to cdn.js 2017
- CSSCO repo receives 768 stars on Github to date