

# Lauren Hurr

## UX Designer

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### EXPERIENCE

#### UX/UI Designer | MediPines - Contractor

June 2021, New York, NY (Remote)

Redesigned MediPine's website and worked closely with the CEO and Operations Department to strategize on how to efficiently drive conversion and sales by creating a better UX. Wireframed, created clickable prototypes, and conducted usability tests.

#### Product Media Strategist | UM Worldwide

Oct 2019 - Sep 2020, New York, NY

Gathered and analyzed qualitative and quantitative research to develop media strategies for Hershey.

Designed and presented campaign strategies to clients.

Tracked performance using Google Analytics to optimize media strategies to reach KPIs.

#### Marketing Intern | Thomas

May 2018 - Aug 2018, New York, NY

Synthesized consumer and geographical data to strategize for marketing campaigns. Visualized data and designed strategy decks to present to the sales and marketing team.

Monitored consumer trends and behaviors utilizing HubSpot.

### RELEVANT PROJECT

#### UX Research/Designer | Hot Bread Kitchen

Jan 2019 - May 2019, New York, NY

Conducted ethnographic research and user interviews to streamline the onboarding flow to help disadvantaged individuals in NYC easily sign up for the HBK program. Redesigned the onboarding flow and designed pamphlets to increase awareness and conversion rates.

### TOOLS

Figma

Adobe XD

Adobe Creative Suite

HTML/CSS

Google Analytics

Maze

Invision

Tableau

Miro

Optimal Workshop

Whimsical

### SKILLS

Wireframing

Prototyping

User Flow/Journeys

Usability Testing

Task Flows

User Personas

Information Architecture

Site Maps

User Research

Responsive Design

Visual Design

Storytelling

### EDUCATION

#### Designlab

2021

Certificate in UX & UI Design

#### Parsons School of Design

2015-2019

BBA in Strategic Design & Management