

Lauren Hurr

Product Designer

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EDUCATION

Parsons School of Design

New York, NY / 2015 - 2019

BBA in Strategic Design and Management

SKILLS

Design

Wireframing / Prototyping /
Design Systems / Visual
Design / Agile & Lean UX /
Responsive Design /
Accessible Design / User
Flows

Research

Data Analysis / Usability
Testing / User Research /
Journey Mapping / Personas
/ Information Architecture /
Card Sorting / Site Maps

Tools

Figma / Adobe Creative
Suite / Google Analytics /
Invision / Tableau / Optimal
Workshop / JIRA

CERTIFICATES

Figma Masterclass Designership

Issued: 2023

HTML Essential Training LinkedIn

Issued: 2021

EXPERIENCE

● Interaction Designer, CapTech Consulting

Chicago, IL / Oct 2021 - May 2023

Interaction Design Consultant with cross-industry experience including financial services, non-profit organizations, and healthcare

○ Top 3 U.S. Bank (Client)

Lead designer of a customer engagement internal dashboard

- Collaborated with data analysts, data architects, and systems architect to ensure designs met front-end and back-end data constraints
- Participated in stakeholder interviews to gather technical data and experience requirements for the internal dashboard
- Conducted a card sort study and analyzed data to inform the data/information architecture of the dashboard
- Designed accessible dashboard wireframes utilizing existing design system

○ Top 10 U.S. Bank (Client)

Lead designer across three development teams to support the design and development of a new and modernized customer servicing platform

- Collaborated with business stakeholders, software engineers, and PM/POs to build out improved and new workflows
- Gathered requirements to create user flows, wireframes, and high-fidelity prototypes
- Led focus group sessions and usability testing to validate designs and gather feedback for further iteration
- Successfully handed off designs to developers and provided continued support of the new workflow until designs went live

○ Non-Profit Social Enterprise (Client)

Lead designer for the redesign of an online job platform to improve the usability, functionality, and visual appeal of the overall website

- Conducted user interviews and user testing, as well as secondary research, to inform wireframe designs
- Created a priority matrix to evaluate the severity of issues and the ease of implementation, resulting in a quantifiable ranking system
- Designed mid-fidelity wireframes that improved the information architecture, creating a more streamlined navigation
- Performed usability testing to refine designs and enhance usability for the next iteration