Lauren Cantlin
Software Product Manager

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Chicago, Il 60611

Experience

TAYLOR TECHNOLOGIES, INC. | A leading manufacturer and marketer of water testing products

**Software UX/UI Lead &
Quality Assurance Lead**
Dec 2015 – Jan 2018

**Software Tester &
Executive Assistant**
Jul 2014 – Dec 2015

Software Intern
2012

- Led UX/UI design changes for a cloud platform with 6 products that served 10 different user types ranging from B2B business partners to consumer users.
- Observed 26% increase in user retention over a 1-year period;
- Observed a 50% increase in user activity over the same period.
- Designed interface changes and permissions for 2 new user personas. Interface resulted in more new user signups in the first 4 months of 2017 than all of 2016

FLYWHEEL MANAGER, LLC. | A Taylor affiliated startup company for project management software

**Director of
Marketing and UI/UX**
Sept 2015 – Dec 2017

- Led UX/UI design of web app, adding new features and fully responsive versions for the phone and tablet screens.
- Directed marketing media and web page content

FULL SOCIETY, LLC. | A Baltimore startup developing and marketing a restaurant payment mobile app

Creative Director
Sept 2014 – Sept 2015

- Wrote winning grant proposals for Accelerate Baltimore and TEDCO business competitions. Directed marketing content for an Indiegogo campaign.
- Efforts resulted in raising over $150K in investment funding for the startup company

Education

Northwestern University
Full-Stack Web-Dev Program
2018

**Software Product
Management Courses**
University of Alberta
2016-2017

**English Language &
Literature/Creative Writing**
University of Delaware
2010-2014

Skills

Product Management
- Requirements Gathering
- Specs Documentation
- SDLC
- Agile Methodology

Technologies: MS Office, Jira

Software Testing
- Manual Testing
- Test Plans/Cases/Reports
- Bug Discovery

Technologies: VirtualBox, MSSQL Server

Design
- Functional Prototyping
- UI/UX Design
- Web/Print Marketing Material

Technologies: Proto, Adobe PS, HTML, CSS, Javascript