

# Lauren Chun

## Product Designer

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## Professional Experience

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### Founding Product Designer | Blip Billboards (Remote) Jan 2025 - Present

- Overhauling the entire web marketplace, establishing UX best practices and a company-wide design system, driving a 21.66% increase in revenue.
- Spearheading user research initiatives across the org, shifting company culture toward user-centered products from customer discovery through launch, resulting in a 17.46% increase in conversion rates.

### Product Designer | Asian Cinevision (Remote) Mar 2024 - Dec 2024

- Increased ticket sales by 180% by optimizing user flows and conducting usability testing with cross-functional engineering, product managers, and marketing teams, to ensure alignment with user needs.
- Enhanced user engagement by refining prototypes and delivering visual designs, for seamless interaction.
- Contributed to the design system by developing reusable components and iterating on designs based on user feedback, improving design consistency and scalability.
- Prioritized project tasks to meet tight deadlines, managing multiple deliverables across departments and ensuring alignment with strategic goals.

### Product Designer, Intern | Vestwell (Hybrid) Jun 2024 - Aug 2024

- Unified 17 platforms into a cohesive design system for marketing communications websites, collaborating closely with product managers, marketing, and engineers to ensure a consistent user experience.
- Actively contributed to ongoing design system development, iteratively updating and refining components based on user research and stakeholder feedback.
- Delivered high-fidelity prototypes for navigation features and visual designs that enhanced the platform's usability, addressing key pain points and improving satisfaction.

### Product Designer | Known Source (Remote) Sep 2022 – Dec 2022

- Created detailed personas and developed journey maps and user scenarios to inform design decisions, improving user engagement by 30% through a more intuitive user experience.
- Led visual design efforts to enhance the eCommerce platform, incorporating data-driven insights into the prototyping process to optimize the checkout flow and increase conversion rates.

### Product Designer, Intern | Samsung Research America (Remote) May 2022 – Dec 2022

- Improved usability for enterprise users by 25% for B2B product, designing and prototyping 3 key features.
- Increased business efficiency by 15% by aligning user-centered designs with business objectives through close collaboration with cross-functional teams.

### Product Designer | New Art City (In Person) Dec 2020 – Aug 2021

- Redesigned a virtual exhibition web app, achieving a 40% improvement in navigation and user satisfaction by implementing intuitive design elements and microinteractions.

## Skills

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**Design** - HTML5/CSS3, UX/UI Design, Prototyping (Figma, Adobe Creative Suite), High-Fidelity Prototypes, Wireframes, User Journey Maps, Visual Design, Interaction Design, Accessibility (WCAG Standards ADA Compliance), Design Systems, Responsive Design (Web & Mobile)

**Research & Collaboration** - User Research, A/B Testing, Surveys, Data Analysis, Amplitude, Personas, Journey Maps, User Scenarios, Collaboration with Product Management and Engineering, Agile, Jira, Asana, Microsoft Office

## Education

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**MPS Design and Technology Program (ITP) | New York University**

**BFA Digital Media Art | San Jose State University**