Lauren Chun

Product Designer

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Professional Experience

Asian Cinevision, New York, NY (Remote)   Mar 2024 – Present
Product Designer
- Increased ticket sales by 180% through an optimized user flow and usability testing, aligning designs with user insights for a seamless experience.
- Boosted website satisfaction by 25%, collaborating cross-functionally to align with organizational goals and ensure WCAG 2.1 accessibility.
- Expanded the design system, improving accessibility and scalability while driving cross-team collaboration and inclusive designs for diverse users.
- Led user-centered workshops, advocating for empathy-driven design in product decisions, improving user experience.

Vestwell, New York, NY (Hybrid)   Jun 2024 - Aug 2024
Product Designer, Intern
- Increased task completion rates by 40% through data-driven redesigns, enhancing navigation and driving a 30% engagement lift.
- Spearheaded the unification of 17 platforms into a cohesive design system, collaborating with engineers for seamless implementation.
- Implemented WCAG 2.1 standards in the design system, improving accessibility across platforms and reducing bounce rates by 25%.
- Conducted UX research and usability testing, translating insights into impactful design improvements.

Known Source New York, NY (Remote)   Sep 2022 –Dec 2022
Product Designer
- Increased user engagement by 30% through the redesign of an eCommerce platform, improving the customer journey and satisfaction.
- Led user research and testing to optimize the product catalog and checkout experience, reducing friction in key user flows.

Samsung Research America, Santa Clara, CA (Remote)   May 2022 – Dec 2022
Product Designer, Intern
- Designed and prototyped 3 interactive features for a B2B mobile software product, improving usability by 25% for enterprise users.
- Collaborated with cross-functional teams to align user-centered designs with business objectives, driving business efficiency by 15%.
- Advocated for empathy-driven design by gathering enterprise user feedback, ensuring the product addressed key pain points.

Skills

Design: High-Fidelity Prototypes, Wireframes, User Journey Maps, Visual Design, Hi-Fi Mockups, Design Systems, Usability Testing, User Flows, Storytelling, Information Architecture, UX/UI Guidelines, Data-driven design
Research & Analytics: User Research, A/B Testing, UX Testing, Lyssna, Excel, Google Sheets, User Interviews
Tools: Figma, Adobe Creative Suite, Lottie, HTML5/CSS3, Google Suite, Jira, Asana, Microsoft Office, Agile Methodology, ChatGPT, Stable Diffusion

Education

New York University, **MPS** Design and Technology Program (ITP)   May 2023
San Jose State University, BFA Digital Media Art   May 2021