

# Lauren Chun

## Product UX/UI Designer

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### Professional Experience

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**Product Designer | Asian Cinevision (Remote)** Mar 2024 - Present

- 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.
- Managed and prioritized tasks with Jira to meet milestones timelines focusing on user-centered outcomes.

**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.
- Advocated for empathy-driven design by gathering enterprise user feedback, integrating findings into product development, and aligning features with user needs.

**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, 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**