

Lauren Nicole Smith

manager, product designer
laurenicolesmith.com

Experience

ATTN:

Manager, Product Design Oct 2016 - present
Los Angeles, CA

- Manage Product Designers, department operations, craft design requirements and lead design sprints
- Mentor and lead design team members through prototypes, collaboration with engineering
- Establish standards, plan, conduct User Research and testing for internally built software
- Work alongside PM and Engineering leads to develop team process, KPIs, and release estimations
- Introduced and supported design roadmap for 15+ individuals across departments to promote design culture
- Represent PDx to stakeholders and Management

UI Engineer Nov 2014 - Oct 2016
New York, NY + Austin, TX

- ATTN's first Front-end hire, responsible for interface design, development, and feature testing
- Crafted product testing process that increased conversion rates on O&O property with 11+ million sessions/month
- Designed and developed our first design system and front-end pattern library
- Represented Front-end and UX/UI when working with stakeholders and crafting product requirements

Pencils of Promise

Designer, Developer Jul 2013 - Nov 2014
New York, NY

Do Something

Visual Designer Jun 2011 - Jul 2013
New York, NY

Mentorship + Teaching

Bloc

UX Design Track Mentor 2018 - present

General Assembly

Workshop Instructor 2015 - 2017
Front-end WD TA

Awards

Best Tech Manager

Tech In Motion - LA 2018
Nominee

Education

University of South Carolina

BA, Visual Communications 2007 - 2011

General Assembly

Certificate, Front-end WD 2007 - 2011

Skills

HTML 5, CSS3, Javascript, Sass/SCSS

Sketch, Figma

InVision, Principle

Google Analytics, Heap, Optimizely

Optimal Workshop Tools

Adobe Creative Suite

Github, Trello

Hiring, Recruiting, Onboarding