

# Lauren Nicole Smith

manager, product designer  
laurenicolesmith.com

## Experience

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### ATTN:

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

- Manage Product Designers, department operations, craft design requirements and lead design sprints
- Mentor, lead Product Designers through prototypes, collaboration with engineering
- Set standards, plan, and conduct User Research and User Testing for Creative Tooling software releases
- 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 interaction 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

### Pencils of Promise

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

### Do Something

**Visual Designer** Jun 2011 - Jul 2013  
New York, NY

## Skills

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HTML 5, CSS3, Sass/SCSS  
Javascript, jQuery  
Sketch, Figma

InVision, Principle  
Google Analytics, Heap, Optimizely  
Optimal Workshop Tools

Adobe Creative Suite  
Github, Trello  
Hiring, Recruiting, Onboarding

## Mentorship + Teaching

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### Bloc

**UX Design Track Mentor** 2018 - present

*Lead weekly 1:1's with students where I help evaluate skill mastery, give career advice, and prep students for interviews.*

### General Assembly

**Workshop Instructor** 2015 - 2017  
**Front-end WD TA**

*Teach lessons, hold office hours for students learning front-end. Hold workshops to help designers learn how to code.*

## Awards

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### Best Tech Manager

**Tech In Motion - LA** 2018  
**Nominee**

*Selected as one of 10 final nominees from over 100 prospective candidates, nominated by my design team.*

## Education

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### University of South Carolina

**BA, Visual Communications** 2007 - 2011  
Columbia, SC

### General Assembly

**Certificate, Front-end WD** 2013 - 2014  
New York, NY