

Lauren Nicole Smith

I'm a product designer and manager with experience in building and coding design systems, running user research and user testing, and managing design team operations

laurenicolesmith.com

Experience

ATTN:

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

- Lead design sprints and manage all product designers across a distributed 15 person P&E team
- Partner with our Product Leads to establish team-wide process, introduce KPIs and release estimations
- Defined product requirements based on user testing, research to introduce centralized internal video search tool, adopted by 70% of staff, saving an average of 1.5 hours per employee a week
- Spearheaded design roadmap for 12+ individuals across departments to promote design culture and systems
- 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 by up to 6% on O&O property with 11+ million sessions per 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

Mentorship + Teaching

Bloc

UX Design Track Mentor 2018 - present

Lead weekly 1:1's with students where I help teach fundamentals, evaluate skill mastery, give career advice, and assess portfolios

General Assembly

Workshop Instructor 2015 - 2017
Front-end WD TA

Awards

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

University of South Carolina

BA, Visual Communications 2007 - 2011
Columbia, SC

Skills

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