

# Lauren Nicole Smith

designer, manager in los angeles, ca  
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 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
- Own, develop design roadmap across the art department and product design teams to promote design culture
- Represent PDx to internal, external stakeholders

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 process, ran product testing 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

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### Bloc

UX Design Track Mentor 2018 - present

### General Assembly

Workshop Instructor 2015 - 2017  
Front-end WD TA

## Awards

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### Best Tech Manager

Tech In Motion - LA 2018  
Nominee

## Education

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### University of South Carolina

BA, Visual Communications 2007 - 2011

### General Assembly

Certificate, Front-end WD 2007 - 2011

## Skills

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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