

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, 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

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

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

Best Tech Manager

Tech In Motion - LA 2018
Nominee

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

Education

University of South Carolina

BA, Visual Communications 2007 – 2011

General Assembly

Certificate, Front-end WD 2007 – 2011