

Lauren Nicole Smith

designer, manager in los angeles, ca

laurenicolesmith.com

Education

University of South Carolina

BA, Visual Communications

Columbia, SC

2007 - 2011

General Assembly

Certificate, Front-end Web Development

New York, NY

2013 - 2014

Mentorship + Volunteer

Bloc

UX Design Track Mentor

2018 - present

General Assembly

Workshop Instructor

Front-End Development TA

2015 - 2016

Crisis Text Line

UI Design

2013 - 2015

Tools + 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

Experience

ATTN:

Manager, Product Design

Los Angeles, CA

Oct 2016 - present

- 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

New York, NY + Austin, TX

Nov 2014 - Oct 2016

- 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

New York, NY

Jul 2013 - Nov 2014

DoSomething.org

Visual Designer

New York, NY

Jun 2011 - July 2013