

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 managed all product designers across a distributed 15 person P&E team.
- Established team-wide processes, KPIs, and release estimations for P&E team through collaboration and partnership with Product Leads.
- Conducted and evaluated user testing studies to define product requirements for an internal video search tool. Product was adopted by 70% of staff, saving an average of 1.5 hours per employee per week.
- Spearheaded creation of a design roadmap for 12+ individuals across art and product departments to promote design culture and consistency.
- Represented 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
Finalist

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