

Lauren Waage

laurenwaage.com

in /laurenwaage

Product Designer | Denver, CO

From the silver screen to the user's screen, I've been designing for over eight years behind the scenes to create experiences so intuitive and effortless they won't even notice.

SKILLS

Accessibility
Affinity mapping
Agile XP
Competitive analysis
Contextual inquiry
Cross-team facilitation
Customer journey maps
Design studios & critiques
Heuristic evaluations
Persona development
Process maps
Rapid prototyping
Research reports
Value-based prioritization
Visual design

TOOLS

Adobe CC Suite
Atlassian
Figma & Sketch
Heap Analytics
Microsoft Suite
UserTesting.com

EDUCATION

Cont. Education & Certificates

WCAG Accessibility, UX Writing,
and iOS User Interface Design
2021-2023

General Assembly

User Experience Design Immersive
Atlanta | Feb 2018

Savannah College of Art & Design

BFA in Production Design (Film)
Summa Cum Laude
Savannah | Mar 2016

DESIGN EXPERIENCE

Inspirato | Product Designer

May 2019 - current

- Lead designer across multiple responsive workstreams for over 15,000 travelers during a full design team turnover. Onboarded new team members and contributed to a growing research-focused design culture.
- Renewed internal and external user research, increasing unmoderated testing by 566% in the first six months using UserTesting.com to continuously shape agile product development and design.
- Designed for native iOS app, including translating existing web features based on behavioral analytics, leading new personalization efforts to drive user engagement, and hosting HIG lunch-and-learns for the balanced team
- Facilitated remote discovery and framing exercises for matrixed teams to validate business goals and assumptions and reframe team priorities.
- Established a documentation system in Atlassian and Microsoft Sharepoint to support consistent research reporting and design system uniformity across the product, marketing, and brand teams.

The Home Depot | UX Design Consultant

Apr 2018 - Mar 2019

- Primary researcher and designer for six mobile applications that supported over 2,000 users. Led the balanced team from discovery to pilot while evaluating stakeholder needs in an agile environment.
- Created EPA-compliant solutions using cross-team design studios and rapid prototyping to reduce costly legal mistakes at the time of sale.
- Paired with developers to create a Salesforce-based payment solution, using affinity mapping to synthesize extensive feedback from heuristic reviews, user interviews, and design critiques.
- Facilitated remote discovery and framing exercises for matrixed teams to validate business goals and assumptions and reframe team priorities.
- Implemented Usabilla software to capture and monitor real-time user feedback after product launch and expedite collection of data for business stakeholders.

DSW | UI Design Consultant

Jan 2018 - Oct 2018

- Implemented industry best practices for retail product pages, checkout experiences, and payment flows across responsive platforms using Sketch, InVision, Zeplin, and Adobe Creative Suite.

Film & Television | Production Assistant

Aug 2015 - Nov 2017

- Production Assistant for the art and costume departments on projects including Marvel's Black Panther, 20th Century Fox's The Darkest Minds, and Netflix's The Get Down.