

LAUREN WERNER

User Experience Designer/Manager

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Client centric professional who **translates business objectives and user needs into imaginative visual concepts** and anticipates client needs based on in-depth understanding of their goals.

WORK EXPERIENCE

Director of UX – Genuine

2013 - Present

Directly responsible for the creative quality and innovation of projects, as well as client and team satisfaction.

Responsibilities

- Manage and lead the UX team.
- Across projects, translate knowledge of human perception, cognition and behavior to thoughtful user-experience solutions.
- Direct workshops and business discovery sessions that get to the heart of clients' business needs, target audiences and content needs.
- Across projects, balance client desires with user needs, research, best practices, timeline and budget.

Client Results

- Created a new thought leadership content hub for a \$1 billion healthcare technology company. Engaged a busy c-suite audience increasing their attention time (4m, 4s) well over 3x industry benchmarks. Increased the open rate for emails by 40%.
- Designed an interactive game experience for a \$62 million B2C entertainment company reaching thousands at Comic Con. Resulted in +100K shares of the experience on social media.
- Redesigned a website for a \$1 billion B2B software company. Effectively marketed new products through a personalized experience that increased the contact conversion rate by 3.2% in first three months.

Senior UX Designer – OHO Interactive

2008 - 2013

Led business and user discovery activities, merged discovery, research and assessment findings with creative solutions and best practices, and developed a broad range of documentation defining the end-user facing solution.

Responsibilities

- Led and participated in business discovery sessions.
- Developed surveys and conducted contextual interviews as well as usability studies.
- Organized content into logical structures, and created user flows, use cases, sitemaps and navigation standards.
- Created layouts of information and navigational design in the form of wireframes, prototypes and functional specifications.
- Collaborated with cross-functional teams to ensure proper design interpretation and implementation.
- Presented to project teams and clients.

SKILLS

Research & Insights

- Workshops & requirements gathering
- Heuristic evaluations
- Best practices documentation

Experience Strategy

- Content & competitive assessments
- SEO optimization
- Mobile first/content first
- Personalization
- Localization/translation

Content Planning

- Sitemap & taxonomy
- User flows

System Definition

- Features & functionality
- Template/component architecture
- Wireframes and prototypes
- Functional specifications

Testing & Optimization

- IA testing
- System & prototype testing

HIGHLIGHTS

Collaborate with clients across industries. Clients include Lysol, Titleist, Audible, Celebrity Cruises, UL, Harvard and MIT.

Manage and train a team of 5.

Won 4 awards including a Platinum Hermes Creative Award for Best B2B Website and a Gold Reggie Award for Gamification in the past year.

Responsible for pitching work for new brands and upselling existing clients.

EDUCATION

Bachelor of Arts, Graphic Design
Business Minor, Magna Cum Laude,
Northeastern University, Boston, MA

TRAINING

UXPA Boston: UX conference – 2017

SXSW: Interactive conference – 2016

Imparture: Social Media Content Strategy Course – 2016

IPG Management Training Program:
The Art and Science of Leadership (TASL) – 2015

Bentley: UX Boot Camp Certificate, Human Factors & Information Design – 2013