

Lauren Chun

Product Designer

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Passionate Product Designer with a broad skill set in visual and interaction design, dedicated to creating meaningful, user-centered experiences. Thrives in collaborative environments, driving impactful projects from ideation to execution, and contributing to design culture.

Skills

Design: High-Fidelity Prototypes, Wireframes, User Journey Maps, Visual Design, Hi-Fi Mockups, Design Systems, Usability Testing, User Flows, Storytelling, Information Architecture, UX/UI Guidelines, Data-driven design

Research & Analytics: User Research, A/B Testing, UX Testing, Lyssna, Excel, Google Sheets, User Interviews

Tools: Figma, Adobe Creative Suite, Lottie, HTML5/CSS3, Google Suite, Jira, Asana, Microsoft Office, Agile Methodology, ChatGPT, Stable Diffusion

Professional Experience

[Asian Cinevision](#), New York, NY (Hybrid)

Mar 2024 – Present

Product Designer, Freelance

- Reimagined ticket/pass purchase flow, increasing conversion rates by 180% through optimized user flows and interactive elements.
- Collaborated with cross-functional teams to ensure cohesive user experience, leading to a 50% reduction in support inquiries.

[Vestwell](#), New York, NY (Hybrid)

Jun 2024 – Aug 2024

Product Designer, Intern

- Redesigned navigation systems based on comprehensive user research, which uncovered critical pain points. The redesigned feature improved task completion rates by 40% and contributed to a 30% increase in user engagement.
- Unified 17 communication platforms into a cohesive design system, ensuring consistent visual identity across the platform. This improved overall brand recognition and boosted team efficiency by 50%.
- Led data-driven design decisions using A/B testing, optimizing layout and interaction elements to improve user navigation and reduce bounce rates by 25%.

[Known Source](#), New York, NY (Remote)

Sep 2022 – Dec 2022

Product Designer, Freelance

- Spearheaded the redesign of an eCommerce platform, refining interactive elements in product catalog and checkout processes, increasing user engagement by 30% and boosting conversion rates by 15%.
- Enhanced the customer experience through intuitive user flows and seamless transitions, reducing bounce rates by 20% and increasing time on site by 25%.
- Conducted user testing and applied insights to refine the design, contributing to a 20% increase in user satisfaction.

[Samsung Research America](#), Santa Clara, CA (Remote)

May 2022 – Dec 2022

Product Designer, Intern

- Designed and prototyped 3 key interactive features for a B2B mobile software product, improving usability by 25% and contributing to a 15% increase in business efficiency.
- Collaborated with cross-functional teams to ensure designs met user needs and aligned with business objectives, directly impacting user satisfaction by 20%.

Education

New York University, Master of Professional Studies Design and Technology Program (ITP)

May 2023

San Jose State University, Bachelor of Fine Arts Digital Media Art

May 2021