

Lauren Chun

Product Designer

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Professional Experience

Asian Cinevision, New York, NY (Remote)

Mar 2024 – Present

Product Designer

- Increased ticket sales by 180% by optimizing user flows and conducting usability testing, aligning designs with user insights for a seamless experience.
- Boosted website satisfaction by 25% by collaborating with cross-functional teams to ensure WCAG 2.1 accessibility and aligning the user experience with organizational goals.
- Expanded the design system, improving accessibility and scalability by driving cross-team collaboration and delivering inclusive designs for diverse users.
- Improved product decision-making through user-centered workshops, advocating for empathy-driven design and enhancing the overall user experience.

Vestwell, New York, NY (Hybrid)

Jun 2024 – Aug 2024

Product Designer, Intern

- Unified 17 platforms into a cohesive design system aimed for marketing communications websites, collaborating with engineers to ensure seamless implementation and consistency.
- Improved platform accessibility by 25% by implementing WCAG 2.1 standards, reducing bounce rates and enhancing the user experience.
- Conducted user research and usability testing, translating insights into key design improvements, resulting in improved user satisfaction and usability.

Known Source, New York, NY (Remote)

Sep 2022 – Dec 2022

Product Designer

- Increased user engagement by 30% by redesigning the eCommerce platform, improving the overall customer journey and satisfaction.
- Optimized the product catalog and checkout experience by leading user research and testing, reducing friction in key user flows and increasing conversion rates.

Samsung Research America, Santa Clara, CA (Remote)

May 2022 – Dec 2022

Product Designer, Intern

- Improved usability for enterprise users by 25% by designing and prototyping 3 interactive features for a B2B mobile software product.
- Increased business efficiency by 15% by aligning user-centered designs with business objectives through close collaboration with cross-functional teams.
- Ensured product alignment with user needs by gathering enterprise user feedback, advocating for empathy-driven design and addressing key pain points.

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, Responsive Design (Web & Mobile), ADA Compliance (WCAG Standards)

Research & Analytics: User Research, A/B Testing, UX Testing, User Interviews, Surveys, Data Analysis (Event Tracking), Research Synthesis

Tools: Figma, Adobe Creative Suite, Lottie, HTML5/CSS3, Jira, Asana, Microsoft Office, Google Analytics, UserTesting, Agile Methodology, Design Thinking

Education

New York University, MPS Design and Technology Program (ITP)

May 2023

San Jose State University, BFA Digital Media Art

May 2021