# LAUREN SENER
## SENIOR UX DESIGNER

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## WORK EXPERIENCE

### Senior UX Designer
Smurfit Westrock                    AUGUST 2022 — PRESENT (REMOTE)

- Managed a user respondent pool of ~46,000 participants for problem and market discovery. Leveraged user research activities to double as a marketing funnel generating 11 user interviews, 9 co-innovation leads, and 5 business opportunity referrals—achieved at a fraction of the cost of external agencies.
- Designed and implemented over 20 surveys and conducted over 20 interviews with subject matter experts to uncover pain points, refine value propositions for a new SaaS product that leverages IoT technology.
- Facilitated over 10 design thinking workshops that promoted product team alignment and engaged potential customers to define product-market fit.
- Collaborated with product managers, UX designers, and developers on research activities to ensure findings translated into actionable insights that de-risked solution discovery and product backlogs.

### UX/UI Designer
Phonexa                    OCTOBER 2021 — AUGUST 2022 (LOS ANGELES, CA)

- Designed and presented research-driven mockups and interactive prototypes for B2B and B2C web pages, mobile applications, and SaaS products driving usability and user engagement.
- Partnered with design leadership to align user needs, development constraints, and branding guidelines across multiple digital products, prioritizing accessibility and inclusivity.
- Produced comprehensive product documentation and annotations, streamlining communication for development handoff.

### UX Designer, Fellowship
General Assembly                    JUNE 2021 — SEPTEMBER 2021 (REMOTE)

- Collaborated with a team of five designers on a 3-week design sprint to create user value and stickiness for new SaaS platform.
- Secured client and stakeholder buy-in on a new MVP direction, based on a strategic pivot identified through research and competitive analysis.
- Conducted user interviews and surveys, synthesizing findings into actionable insights to inform design decisions.
- Led usability and A/B testing sessions, extracting core takeaways to refine user flows and improve overall design and accessibility.

## EDUCATION

### Interaction Design Foundation
Data-Driven Design: Quantitative Research

### General Assembly
User Experience Design Immersive

### Stanford Continuing Studies
User Experience Design and Product Management

### UC Santa Barbara
B.A. Film and Media Studies

## SKILLS

### UX Strategy and Research
Problem Discovery
Market and User Research
User Interviews
Journey Mapping

### Quantitative Methodologies
Survey Design and Data Visualization
Multivariate (A/B) Testing
Usability Testing

### Design Collaboration
Design Thinking Facilitation
Agile Methodologies
UX Mentorship
Presentation and Stakeholder Buy-in

## TOOLS

| | |
|---|---|
| Figma | Azure DevOps |
| Maze | Jira |
| Mural | Adobe Creative Suite |
| Qualtrics | Lucidchart |