

LAUREN SENER

UX/UI DESIGNER

WORK EXPERIENCE

UX/UI Designer / Phonexa

OCTOBER 2021 — PRESENT (LOS ANGELES, CA)

- Lead research-driven designs, creating mockups and prototypes of webpages, mobile apps, and SaaS products that simplify business requirements into intuitive and delightful user flows.
- Collaborate closely with design lead on user needs and goals, developer requirements/limitations, and branding elements for several unique digital products.

UX Designer, Fellowship / General Assembly

JUNE 2021 — SEPTEMBER 2021 (REMOTE)

- Worked jointly with a team of 5 designers on product design in a 3-week design sprint, brainstormed with fellow designers on project pivot to best serve user and business goals while capitalizing on opportunity gaps in the industry.
- Gained client/stakeholder buy-in on MVP design direction.
- Conducted user interviews, surveys, and synthesized research into actionable insights on user needs and pain points.
- Lead usability and A/B testing and derived core takeaways.
- Formulated user flows, designed low to high-fidelity wireframes and prototypes.

Video Designer, Senior Editorial Specialist / Aspect

NOVEMBER 2019 — MAY 2021 (LOS ANGELES, CA)

- Collaborated on a team of 6 as well as cross-functionally on visual design in a fast-paced digital agency with an average of 15+ active projects.
- Navigated multiple ambiguous tasks and competing priorities while finding suitable solutions, and sought help/advice where appropriate.

Video Editorial Specialist / Wild Card Media

NOVEMBER 2016 — NOVEMBER 2019 (LOS ANGELES, CA)

- Engaged in customer service/client relations and 3rd party vendor collaboration, mentored 5 team members.

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EDUCATION

General Assembly

User Experience Design Immersive

Stanford Continuing Studies

User Experience Design and Product Management Course

UC Santa Barbara

B.A. Film and Media Studies

SKILLS

Interaction Design

Prototyping

Wireframing

User Flows

Usability Testing

Branding

C&C Analysis

Icon Design and Animation

TOOLS

Figma

Google Workspace

Jira

Balsalmiq

Miro

Trello

Draw.io

Canva

Adobe Premiere Pro