

# Lauren Weis

PRODUCT DESIGNER

laurenweis.com  
lauren.weis77@gmail.com  
502.523.7399

## EXPERIENCE

### Principal Product Designer at Attentive (Feb 2021 - Jul 2021)

↳ Senior Product Designer (Mar 2020 - Feb 2021)

I was the design lead for over half of the launches for our core product; this product contributes to roughly 63% of client revenue. In addition, I was the design lead in carving out a north star vision for a very ambiguous space, our Conversational product. I also had the opportunity to mentor junior designers and helped one designer officially transition from visual to product design.

### Senior Product Designer at Knotel (Oct 2018 - Mar 2020)

I was design lead on our retention-focused products and within 6 months we increased our customer renewal rate from 49% to 69%. I worked closely with a UX Researcher to lead customer interviews and pull out insights. Also, I helped create our KPIs and analyze data to inform if we were on target to hit them.

### Director of User Experience at Zype (Jun 2016 - Mar 2018)

↳ UX/UI Designer (Aug 2015 - Jun 2016)

I oversaw and executed on all UX and UI needs helping the company raise \$4.9 million in Series A. In addition to our SASS product, I designed our first suite of iOS, Android, Apple TV and Roku app templates and led our team in customizing and distributing 100+ apps. Additionally I oversaw marketing design and was responsible for doubling our lead conversion from a 7% to a 14% weekly average.

### Digital Designer at TOMS (Aug 2014 - Aug 2015)

↳ Digital Production Artist (Dec 2012 - Aug 2014)

I designed and helped optimize our website, emails and social media channels. I mentored junior production designers in executing user-first mobile experiences.

### Interactive Designer/Developer at Yum! Brands

(Aug 2010 - Dec 2012)

In addition to contributing to our external digital space, kfc.com, I also designed and developed internal sites for 30K+ employees.

## EDUCATION

**UX course** at General Assembly (Apr 2015 - Jul 2015)

### B.A. in Digital Media

at University of Kentucky  
(Aug 2006 - May 2010)

I was the Magazine Director for the school's radio station and on the Design Staff for the yearbook and newspaper.

## SKILLS

### CX

Wireframing and prototyping  
User behavior segments  
IA and site maps  
User flows  
Customer interviews  
User testing  
Data analysis  
KPI creation  
Copywriting

### Visual design

User interface  
Design systems  
Animations  
Branding  
Illustrations  
HTML/CSS