

# Lauryn Goodlett

## Product Designer

Richmond, VA

### Education

#### M.S. Experience Design

The Brandcenter at Virginia Commonwealth University  
August 2019 - May 2021

#### B.S. Creative Advertising

Virginia Commonwealth University  
August 2016 - May 2019

### Abilities

#### Skills

UI Design                      Prototyping  
UX Design                      User Testing  
User Flows                      Wireframes  
Design Thinking Facilitation

#### Tools

Figma                              HTML/CSS  
Sketch                              InDesign  
Photoshop                        Adobe CC  
Illustrator

### Other

#### Certifications

Agile with Atlassian Jira  
Credential ID: E3UQTLXSL9DF

#### Security Clearance

Holder of Common Access Card (CAC)

### Experience

#### Vantage Point Consulting Inc

##### Senior Product Designer

Apr 2023 - Present

- Developed a design system for a key product that became the foundation for 3 additional products, streamlining processes across teams.
- Created reusable design components which decreased designers' time by 27% and developers' time by 37% which contributed to a month's worth of design time savings for future projects.
- Implemented a company-wide design system with reusable assets, accelerating the marketing team's workflow by 60%, allowing for faster and more consistent campaign execution.
- Led product design and client pitch for a career exploration platform for a national organization with 1,600 chapters and 750,000 members, resulting in an additional \$200,000 contract (a 143% increase), with potential five-year extensions.
- Owned UX research (user journeys, flows, stakeholder engagement).
- Partnered with product team on research reports & insights (audits, data, facilitated design workshops).

##### UX/UI Designer

May 2021 - Mar 2023

- Redesigned XP, a career exploration app, added 4 features, and conducted user testing with students and counselors, leading to adoption across school districts.
- Led 20+ design thinking workshops with 50+ participants, conducted user research with students, teachers, and counselors to guide key product decisions and align with user needs.
- Developed interactive prototypes under tight timelines for an international product launch.
- Collaborated cross-functionally in an Agile environment with developers, project managers, and product owners to deliver key milestones on time and ensure smooth product launches.
- Led design on SaaS products, designing scalable, user-centered solutions for educational and workforce platforms.
- Created and optimized user flows for 10+ platforms, improving user task completion rates by 15%.

#### BC Collective at VCU Brandcenter

##### Community Outreach Administrator

Jun 2020 - Apr 2021

- Led a 35-person team to organize events, developing leadership skills that now guide my approach in leading design initiatives and collaborating with cross-functional teams.
- Spearheaded outreach initiatives to reach 300+ students, teaching me the importance of user-centered thinking and how to engage with communities I design for, ensuring solutions meet real-world needs.
- Collaborated with faculty to deliver research-driven training programs, learning to balance stakeholder needs with long-term goals—a skill I apply when aligning business requirements with user advocacy in product design.

#### The Carriage House

##### Experience Designer

May 2020 - May 2021

- Collaborated on web design and branding for a local business, resulting in 1,000+ follower growth and increased community influence.
- Executed branding and UX design to support the expansion of the client's team and community reach.

#### The Urban Farmhouse

##### Graphic Designer

Oct 2018 - May 2019

- Revamped brand collateral to reflect company vision and enhanced design consistency across marketing materials.
- Enhanced readability and design consistency across advertising, marketing materials, and in-store signage (3 locations).

### Contact

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