LAUREN BLACK

Designing at the nexus of curiosity, collaboration and access.

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ON THE JOB

GOOGLE – Customer Engagement, Advocacy
Lead Interaction Designer July 2022 - Present
0-1 Marketing Automation Tooling • Enterprise + Consumer

META – New Product Experimentation
Sr. Product Designer Apr 2021 - July 2022
0-1 PMF Research, Development & Systems • Consumer

AMAZON – ALEXA, Skills & Monetization
Sr. UX Designer (Contract) Nov 2020 - Apr 2021
GUI and VUI - Multi-modal • Discovery + Monetization

SAUCEY and EMJAY
Principal Product Designer Oct 2019 - Apr 2021
Sr. Product Designer Oct 2018 - Oct 2019
Recommendations, Personalization + Tracking • Consumer
Vendor/Dispensary Inventory + Courier Dispatch • Enterprise

POSSIBLE
Sr UX Designer Apr 2017 - Jun 2018
UX Designer Jul 2016 - Nov 2017
AT&T, Sharpie, Graco, Rubbermaid • Consumer + Enterprise

THE GOODS

0-1 Product Design
Product Strategy
User Research

Figma
Framer
Sketch
Adobe Suite
Jira
HTML/CSS

Rapid Prototyping
Micro IxD + Motion
Product Illustration

Research & Testing
Technical Documentation
UX Writing
Design Systems
Workshops & XFN Ideation
Identity & Art Direction

HIGHLIGHT REEL

GOOGLE: GETTING SMART
Exceeded year-end OKR by 3pp to reach 35% Advocacy Maturity score by designing a strategic UX framework and MVP platform 0-1 that streamlines, de-frictions, and automates campaign creation and launch processes – allowing stakeholders to respond more quickly and effectively to fast-moving legislative changes.

EMJAY: DEMYSTIFYING CANNABIS
Delivered +26% boost in adds-to-cart and 18% jump in conversions by designing a robust product tagging system of qualitative, quantitative, and attributes using common language and user-derived effects data, improving wayfinding. Helping cannabis novices and connoisseurs alike – lifting AOV, post-order engagement & reducing CS queues.

SAUCEY: DELIVERING SATISFACTION
Reversed 14% churn in return customers by re-designing the post-order experience, giving customers clearer and more accurate delivery progression updates via in-app and push messaging, and dynamic ETA's resulting in a ~16% jump in recurring orders, and roughly $220k savings per quarter in retention marketing, meeting user and business needs.

LATEST: A.I. IN PRODUCT DESIGN INTENSIVE
Led by IBM Design Principal Robert Redmond, deep dived advanced AI methodologies and data frameworks to craft and polish product solutions and create immersive user experiences for AI-driven products. Leveraging recurrent neural networks and natural language processing.

HIRED GUN

AIDS Foundation Chicago Brand Identity 2021
JoeFreshGoods Process Design 2021
Out Business Bureau Brand Identity 2020
Thanksforlastnight.la Identity + Art Direction 2019
Wonderful UX - E-commerce 2018
Ayzenberg UX/UI 2017

BOOK LEARNING

Forever learning
Workshops, thought-leaders, peers

UX Design Immersive
General Assembly – Santa Monica 2015

Ad Communications
Illinois Institute of Art – Chicago 2006 - 2009

HONORS + EXTRAS

SXSW Panelist
LVMH Pillars of Culture Honoree
Ad Council UX Committee
LEGO builder
Japanese Pokemon Card Collector
Amateur Photographer