

Lauren Kett

LaurenKett.com | LaurenMKett@gmail.com | 786-423-6817

As a passionate, empathy-driven team member I deliver useful and intuitive functionality for users. Designing holistic system flows, individual interactions, and facilitating user research I thrive working on technical products to deliver value. I want to bring my creativity, love of challenges, and DesignOps skills to your company.

Senior User Experience Designer

Prefect | January - March 2020 | Washington, DC

- Conducted bi-weekly user research to actively get clarity on user requirements from our product. I reduced the time to receive insight from users by 85%. This feedback decided if we were successful on previous releases and scoped upcoming work, which ensured user needs were a first-class input into feature development
- Implemented a DesignOps strategy to measure product success and identify opportunities for iteration
- Collaborated with the engineers to groom work by creating personas, task flows, wireframes, and pairing

Excella Consulting | January 2018 - December 2019 | Washington, DC

- Coordinated design across a team of 90 of six scrum teams covering data science to application development to ensure a consistent experience as users apply and manage their immigration benefits at USCIS
- Orchestrated ethnographic studies of the immigration process to improve the account design documentation and team prototypes
- Evaluated previous design team practices as Senior Designer at USAJOBS and facilitated meetings to create practices to increase transparency into the work, increase efficiency in requesting work from designers, and onboard new team members faster so they could contribute to teams sooner

User Experience Designer

AKQA | October - December 2017 | Washington, DC

- Interfaced with the distributed team to deliver innovative experiences for Verizon's mobile point-of-sale (mPOS) technology based on user research
- Aligned mPOS product with Verizon's newer branding to create a cohesive and intuitive experience

Women of Tomorrow | January - July 2017 | Miami, FL

- Organized contextual inquiry with different user groups to best understand the needs and designed task flows and UI to accomplish those tasks
- Overhauled the information architecture, content, and navigation of the site driven by iterative usability testing

Imagine Learning | May - December 2016 | Salt Lake City, UT

- Redesigned the information architecture of the technical support documentation website based on card sorts, user interviews, and contextual inquiry
- Created task flows, a sitemap, and prototypes of varying fidelity to communicate ideas with the scrum team and facilitate shared understanding as we were developing

Education

University of Miami | Graduated August 2017
Master of Fine Arts in Interactive Media

University of Florida | Graduated June 2013
Bachelor of Science in Advertising
Minor in Art History

Software knowledge

Sketch, InVision, Axure, Figma, Adobe Creative Suite, Miro, Mural.ly, draw.io, Zeplin, Github, Asana, Linear, Jira, Confluence, Trello, HTML5, CSS, JavaScript, Keynote, Microsoft Office