



# LAUREN RICHARD

## PRODUCT DESIGNER

Drawing upon my experience interfacing directly with customers, I thrive on genuinely connecting with them to design solutions that truly meet their needs. My background allows me to not only uncover unmet needs through user research but also to create designs and build them into reality.

### WORK EXPERIENCE

#### **Principal Financial Group** Des Moines, IA

##### UX Designer | 2021 - Present

- I worked on a team to redesign an internal platform—my work span from helping with user interaction testing, updating the visual product design, and creating an animated interactive prototype in Figma.
- I am helping to create fundamental standards and the governance process of building at scale and maintaining the CX design system at Principal.

#### **Freelance** Denver, CO - San Francisco, CA

##### UX Designer | 2016 - Present

- Through strategy, user research, information architecture, interactions, branding, and visual design I designed solutions to meet user needs and business challenges.
- Designed and developed websites using Drupal and Wordpress.
- Experienced in a broad range of industries spanning healthcare to non-profit organizations to beauty salons.

#### **Chapter Three** San Francisco, CA

##### UX Strategist & Designer | 2016 - 2019

- Led design projects from kickoff to execution, collaborating with execs, stakeholders, project managers, and developers.
- Facilitated workshops to discover and problem solve user experience, design, and business challenges based on each project's unique functional requirements.

##### Junior Drupal Developer | 2015 - 2016

- Led front-end development for the City of San Francisco site migration from Drupal 7 to Drupal 8, utilizing a wide range of Drupal modules and themes.
- Updated Drupal theme from PHP to Twig, including integration of Drupal 8 modules and core components.
- Worked cross-functionally as UX designer and strategist to support five sites for the City of San Francisco.

##### Drupal Developer & Design Intern | 2015

- Performed quality assurance from a design perspective on Drupal 7 and Drupal 8 websites and themes.
- Created design prototypes, wireframes, and site maps for five sites.

#### **Apple Inc.** San Francisco, CA, Woodmere, OH, Northridge, CA

##### Specialist - Full-time | 2010 - 2014

- Led daily workshops as products and applications subject matter expert (SME) and consultative advisor.
- Increased team engagement and communication as the appointed lead for Net Promoter for our People (NPP).
- Empathizing with and deeply engaging with people to find solutions that best meet their needs in a customer-facing role across three Apple retail locations.

### CONTACT

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Portfolio: [laurenrr.com](http://laurenrr.com)

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### SKILLS

#### Design

Illustration  
Strategy  
User Flows  
Wireframes  
Affinity Diagram  
Motion Design  
Design Systems  
Rapid Prototyping

#### Research

Data Analysis  
Personas  
A/B Testing

#### Collaboration

Facilitate Workshops  
Detail Oriented  
Communicative  
Team Player

#### Tools

Adobe Suite	Sketch
Figma	Zeplin
Invision	Marvel
Proto.io	Cinema 4D
Principle	Miro
Git	Omnigraffle

#### Langauges

HTML5/CSS3  
Javascript  
SASS/CSS  
Twig/PHP

#### CMS

Drupal  
Wordpress

### EDUCATION

#### **Academy of Arts University**

Master of Fine Arts in Web Design and New Media

#### **Kent State University**

Bachelor of Arts in Textile Design