



# 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 (remote)

**Lead UX Designer | 2021 - Present**

- I work on multiple teams to redesign internal platforms—my work spans from collaborating with user testing, facilitating design process workshops, updating the visual product design, and creating animated interactive prototypes in Figma.
- I am helping to create fundamental standards, the building at scale, and the governance process of the Principal design system.

**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