LAUREN E. ENBERG

(970) 948-6337 | leenberg@icloud.com | www.laurenenberg.com | Washington, D.C.

I lead product design initiatives that turn complexity into clarity—delivering intuitive, high-impact solutions that meet both user and business objectives.

EXPERIENCE

December 2021 - Present

Product Designer | Bloomberg Industry Group

B2B, enterprise, and SaaS product designer shaping a suite of corporate tax software. Partner with cross-functional, distributed teams to solve complex domain challenges and deliver best-in-class design solutions. Lead and support discovery initiatives, using research and user data to inform design direction and validate outcomes. Maintain alignment through structured communication, documentation, and collaboration. Contribute to and evolve the design system with a focus on scalable iconography.

September 2021 – February 2022

Product Designer | Matic Digital

Collaborate with the Project Manager to drive a full website redesign from research through prototype. Lead competitive analysis, define the site's information architecture, and establish the visual language, UI, and content strategy. Present design recommendations and deliverables to stakeholders to achieve consensus and guide the project through implementation.

February 2021 – Nov 2021

Freelance Product Designer | Tala Medical Aesthetics, Sibill, The Africa in Me

Design and deliver full-cycle web experiences in remote, cross-functional settings—balancing independent ownership with collaborative execution. Lead research, UX strategy, and iterative prototyping to translate insights into effective, visually cohesive solutions. Partner with development teams for seamless handoff and implementation, including direct execution within no-code website builders to accelerate launch timelines and maintain design integrity.

EDUCATION

• Product Design Certificate | Designlab

• Bachelor of Fine Arts | Film and Video Production | Regis University

SKILLS

• User research & synthesis

• Information architecture

• Mapping

• Wireframes (lo, mid, hi fidelity)

• Prototyping & usability testing