

LAUREN MACIAS

ux researcher & designer

ABOUT ME

Accomplished UX Designer with experiences in various roles. Skilled at conducting heuristic evaluations, user research, contextual inquiries, and usability tests. Expertise in analyzing data to make decisions, streamlining efficiencies, and completing successful projects.

EDUCATION

2017 - 2019 • Cal Poly Pomona
MA in History

2012 - 2016 • Cal Poly Pomona
BS in Anthropology

EXPERIENCE

Nov 2020 - **UX Designer | Whatbook**

- PRESENT** *Start-up "social readia" app that is focused on connecting readers through books.*
- Created an engaging onboarding flow that increased review and rating frequency from new users by 127%.
 - As the solo UX Designer, created a research base containing user interviews, journey maps, user flows, survey data, heuristics, and market research to discover trends surrounding book sales and reading habits.
 - Set up a formal design system for the company to maintain brand identity and improve user recognition across social platforms and ensure accessibility.

Oct 2020 - **Sr. Project Historian | GeoCon**

- PRESENT** *Conduct regionalized history reports based on project locations to ensure legal compliance and validate historical importance in order to renew contracts.*

Jun 2020 - **UX Designer | Viragoes**

- Oct 2020** *Start-up digital vending machine company dedicated to providing quality feminine products in social settings.*
- Executed three different surveys to send out and collect qualitative and quantitative data with 40+ responses.
 - Research, data, and interactive prototype allowed client to meet with the Golden State Warriors and MGM Resorts to pitch to the company and sell the product.
 - Synthesized survey data into measurable feedback, moderated the usability test phases of the final vending machine UI. Ensured human-centered design for presentation to investors.

April 2020 - **UX Designer | Whatbook**

- July 2020** *Involved over 400 hours of professional training while utilizing a hands-on approach to practice design skills, team collaboration, and client relationships.*
- Designed wireframes and interactive prototypes through Sketch, Adobe XD, Figma, Marvel, Photoshop, and InVision.
 - Projects included: responsive e-commerce web design for a video game shop and creating an appointment system for a well known healthcare provider.

SKILLS

Quant/Qual Data
Ethnography

User Testing
Prototyping

Figma
Sketch

Adobe XD
Photoshop

InVision
Wireframing