

LAUREN MACIAS

product designer

ABOUT ME

UX/Product Designer with expertise in salesforce systems, user research, and workflow optimization. I turn complex processes into usable, intuitive digital experiences that improve engagement and operational efficiency. Collaborative, detail-oriented, and driven by meaningful impact.

EDUCATION

2020 • General Assembly - Certification in UX Design

2017 - 2019 • Cal Poly Pomona - MA in History

2012 - 2016 • Cal Poly Pomona - BS in Anthropology

EXPERIENCE

Aug 2022 - Oct 2025 **Product Designer | Interwell Health** Health care focusing on CKD/ESKD patients.

- Redesigned clinical assessment workflows, reducing documentation time and improving nurse efficiency by 33%.
- Conducted nurse shadowing and journey mapping to identify workflow gaps and guide referral and appointment redesigns.
- Built scalable Figma documentation and design assets that improved cross-team alignment and iteration speed to aid and increase patient engagement.
- Collaborated closely with engineering, and compliance to ensure solutions met regulatory and clinical requirements.

Sept 2021 - Aug 2022 **Product Designer | Cricket Health** Health care start-up focusing on CKD/ESKD patients.

- Led user research with adults 55-85 to uncover healthcare behaviors and needs to shape marketing materials and features for a patient facing platform.
- Translated qualitative insights into reference documentation used to guide ongoing communication and engagement features.
- Applied inclusive design to ensure usability for older, chronically ill users, balancing clarity and cognitive load.
- Contributed to onboarding, admin tooling, and enrollment research work, improving internal and patient-facing experiences.

Nov 2020 - Sept 2021 **UX Designer | Whatbook** Start-up “social readia” app connecting readers through books.

- Created an onboarding flow that increased new user review and rating frequency by 127%.
- Developed a research base of user interviews, journey maps, user flows, survey data, heuristics, and market research identifying trends surrounding book sales and reading habits.
- Architected a formal design system to maintain brand identity and improve user recognition across social platforms and ensure accessibility.

Jun 2020 - Oct 2020 **UX Designer | Viragoes** Start-up digital vending machine company dedicated to providing quality feminine products in social settings.

- Wrote, circulated, and analyzed qualitative and quantitative data from three surveys with 50+ responses from targeted audiences.
- Moderated usability test phases for a vending machine UI selected to present to potential investors utilizing human-centered design in the final product.

SKILLS

Quant/Qual Data
Ethnography

User Testing
Prototyping

Figma
Research

Confluence
Salesforce

Jira
Wireframing