

# LAUREN MACIAS

product designer

## ABOUT ME

UX/Product Designer with expertise in salesforce systems, user research, and workflow optimization with 5+ years of experience. 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.*
- Led the redesign of MyCricket into MyInterwell, delivering an improved patient portal with enhanced CKD education and nutritional resources.
  - 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 in tools such as Salesforce and Sharepoint.
  - 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 to help meet our 60% appointment completion goal.
  - 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	User Testing	Figma	Confluence	Jira
Ethnography	Prototyping	Research	Salesforce	Wireframing