



## LAUREN ELLIOTT SENIOR PRODUCT DESIGNER

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### EXPERIENCE

05.2022–Present

**Senior Product Designer @ Etsy** (Android app: Growth, Core Buyer Experience)  
Brooklyn, NY (Remote)

- Leading design for the Android buyer experience in the Growth org, focused on seller trust, conversion, and engagement.
- Driving wins including the US Cart redesign (+\$5.8M gross merchandise sales, +4.5% checkout starts, +2% conversion) and global rollout (+\$6M GMS).
- Reimagining core surfaces (Shop Home, Cart, Listing) to address buyer needs in price transparency, value assessment, and comparison.
- Elevating design craft and shaping strategy through data-driven experimentation, research, and systems thinking — ensuring solutions are tailored to the platform and its buyers.

03.2020–04.2022

**Senior Product Designer II @ Compass** (CRM, Productivity Apps, Mobile)  
Washington, D.C. (Remote)

- Designed and improved CRM workflows, enabling agents to more quickly uncover client needs and business opportunities.
- Drove product definition and discovery in partnership with Product and Engineering, shaping roadmaps and guiding strategy across CRM and productivity tools.
- Elevated design quality by partnering with Research, Content Strategy, and Design Systems to ensure consistency across the CRM ecosystem.

03.2018–02.2020

**Product Designer @ Mailchimp** (Mobile, Automation, Ads)  
Atlanta, GA

- Designed mobile-first experiences that empowered small business owners to manage operations and contacts seamlessly on the go.
- Developed a mobile design system, established design QA standards, and collaborated with Product and Engineering on iterative improvements.
- Enhanced marketing automation features — including campaign auto-restarts and one-click welcome emails — to increase reliability and adoption.
- Redesigned account authentication flows, boosting user conversion and reducing friction during sign-ups.

08.2017–02.2018

**Interactive Designer @ Wunderman DC** (Merck account)  
Washington, D.C.

- Led the mobile redesign of BELSOMRA.com, improving patient engagement and providing resources for those managing sleep issues.
- Produced social assets to raise insomnia awareness and expand reach.

02.2016–08.2017

**Product Designer @ Wayfair** (App + Messaging)  
Boston, MA

- Designed mobile features such as View in Room (AR) and in-app Messaging to increase buyer confidence, reduce friction, and drive purchase decisions.
- Partnered cross-functionally to establish an early multi-brand design system unifying Wayfair and its sister brands.
- Improved native app UX by reducing friction and enhancing usability through user testing and competitive analysis.

### EDUCATION

#### MA Journalism

University of Missouri  
*Kappa Tau Alpha National Honor Society*  
*Thurgood Marshall Fellow*  
3.94 GPA

#### BS Apparel Design

Cornell University  
*Tradition Fellow*  
3.57 GPA

### SKILLS & TOOLS

**Design Tools:** Figma, Miro, Adobe Creative Suite, Fullstory, UserTesting.com, basic HTML/CSS

**Core Strengths:** Mobile apps (iOS, Android), wireframing, prototyping, user research, A/B testing, user flows, competitive analysis, copywriting

**Leadership & Collaboration:** Cross-functional leadership, roadmapping, product discovery, mentorship, stakeholder management

**Soft Skills:** Strategic thinking, problem-solving, communication, leadership

### AWARDS & RECOGNITION

2018

**Wayfair's View in Room 3D**  
MITX Award, Edison Award (Gold)

**Wayfair's Mobile App**  
Webby Award (People's Voice)

2017

**Creative Mornings Boston**  
Keynote speaker on "Mystery"

### ENGAGEMENT & ACHIEVEMENTS

2018–2020

**The Mothership @ Mailchimp (ERG)**  
Marketing Director; Events Co-chair

2013–2016

**National Association of Black Journalists**  
National member