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)
- Lead design for Etsy's Android buyer experience, shaping evaluation, trust, and decision-making across Listing, Shop Home, and Cart
- Redesigned Cart to improve clarity and drive impact (+$5.8M GMS, +4.5% checkout starts, +2% conversion)
- Drive product direction through hypothesis-driven experimentation, partnering with product and data to shape decisions across surfaces
- Translate complex needs into scalable design frameworks across teams
- Mentor designers through critiques, strengthening problem framing, systems thinking, and craft

03.2020–04.2022
Senior Product Designer II @ Compass (CRM, Productivity Apps, Mobile)
Washington, D.C. (Remote)
- Designed CRM workflows that helped agents uncover client needs and opportunities more quickly
- Led product definition and discovery in partnership with Product and Engineering, shaping roadmap direction
- Partnered with Research, Content Strategy, and Design Systems to improve consistency and elevate quality across the ecosystem

03.2018–02.2020
Product Designer @ Mailchimp (Mobile, Automation, Ads)
Atlanta, GA
- Designed mobile-first experiences that helped small business owners manage operations and contacts seamlessly on the go
- Built components for a mobile design system and established QA standards
- Improved onboarding and automation flows, increasing reliability and reducing friction for new users
- Redesigned authentication flows to improve conversion and streamline sign-up
- Led marketing and events for The Mothership (ERG), designing and facilitating diversity & inclusion programs

08.2017–02.2018
Interactive Designer @ Wunderman DC (Merck account)
Washington, D.C.
- Led mobile redesign of BELSOMRA.com, improving patient engagement and access to sleep resources
- Created social content to support awareness campaigns and expand reach

02.2016–08.2017
Product Designer @ Wayfair (App + Messaging)
Boston, MA
- Designed mobile features including View in Room (AR) and in-app messaging to increase buyer confidence and reduce friction
- Contributed to an early multi-brand design system unifying Wayfair and sister brands
- Improved app usability through user testing, competitive analysis, and iteration

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 & Research: Figma, Miro, Adobe Creative Suite, FullStory, UserTesting, Looker

AI & Prototyping: ChatGPT, Claude, Figma Make, Cursor

Core Strengths: Native mobile apps, experimentation & A/B testing, user research, information architecture, product storytelling & UX writing

Leadership & Strategy: Product discovery, prioritization & sequencing, roadmap strategy, stakeholder alignment, mentorship

AWARDS & RECOGNITION

2018
Wayfair's View in Room 3D
MITX Award, Edison Award (Gold)

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

2017
Keynote speaker, CreativeMornings Boston
"Mystery" — a talk on storytelling and ambiguity in design

ENGAGEMENT & ACHIEVEMENTS

2018–2020
The Mothership @ Mailchimp (ERG)
Marketing Director; Events Co-chair

2013–2016
National Association of Black Journalists
National member