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LAUREN ELLIOTT

PRODUCT DESIGNER

I've spent a decade turning ambiguous problems into clear direction across native mobile and digital products. Evidence over assumption guides how I work, and I've learned that the strongest outcomes come from holding business impact and user trust to the same bar.

EXPERIENCE

Senior Product Designer @ Etsy

May 2022–August 2026 | Remote

- Joined as the first product designer dedicated to the Android buyer experience, with primary ownership across Cart, Listing, and Shop Home
- Drove major commerce wins through sustained Android experimentation, including \$5.8M and \$6M in annualized gross merchandise sales from U.S. and international Cart redesigns and \$2.3M from redesigned Search filters
- Advocated for and led design of Etsy's first in-app comparison tool; when Cart engagement failed to translate into purchase value, moved comparison upstream to the evaluation stage, increasing converting buyer value by 1.65%
- Shaped a cross-surface system for buyer trust across Cart, Listing, and Shop Home; when late-stage trust cues in Cart drove negative conversion trends and a 47% increase in exits to Shop Home, shifted focus to earlier surfaces where trust could be established before buyers reached their final purchase decision
- Created and led a weekly design huddle that brought Product and Engineering into work early and championed the format with design peers across the org

Senior Product Designer II @ Compass

Promoted from Senior Product Designer I

March 2020–April 2022 | Remote

- Led the Contact Profile redesign, using research with 20 agents to reorganize the experience around relationship context and core CRM actions; launch increased notes added and activity logged ~10% in the first week
- Led mobile design direction for a new CRM sharing model addressing 45%+ of agents working in teams; translated complex ownership and permission needs into a phased cross-platform experience, then narrowed the beta when sync risks threatened adoption

Product Designer @ Mailchimp

March 2018–February 2020 | Atlanta, GA

- Designed native mobile experiences across contacts, automation, and account management for small businesses on the go
- Designed components for Mailchimp's mobile design system and established mobile design QA standards
- Improved mobile automation workflows, including recovery from billing failures and one-click welcome emails
- Redesigned account authentication in partnership with design leadership, reducing Support and Compliance ticket volume
- Served as Marketing Director and Events Co-chair for The Mothership (ERG), leading events and diversity & inclusion programming

Interactive Designer @ Wunderman DC (Merck account)

August 2017–February 2018 | Washington, D.C.

- Led the mobile redesign of BELSOMRA.com and related digital experiences connecting prospective and current patients with sleep resources

Product Designer @ Wayfair

February 2016–August 2017 | Boston, MA

- Designed core mobile experiences including View in Room (AR) and in-app Messaging across iOS and Android, using research and product data to improve shopping confidence and usability
- Built an early multi-brand mobile design system spanning Wayfair, AllModern, and Joss & Main in partnership with Engineering

EDUCATION

MA Journalism @ University of Missouri

- Kappa Tau Alpha National Honor Society
- Thurgood Marshall Fellow

BS Apparel Design @ Cornell University

- Tradition Fellow

SKILLS

Design & UX: Native apps (iOS/Android), interaction design, prototyping, information architecture, design systems, UX writing; Figma, Adobe Creative Suite

Strategy & Research: Product strategy, product discovery, prioritization, experimentation & A/B testing, user research, usability testing, competitive analysis, conversion optimization; FullStory, UserTesting, Looker

AI & Prototyping: AI-assisted design and prototyping; ChatGPT, Claude Design, Cursor, Figma Make