

Lauren F. Beck

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Education

University of Michigan, School of Information & STAMPS School of Art and Design <i>Bachelor of Science in Information - User Experience Design & Minor in Art and Design</i> • GPA: 3.83/4.0 • Course Highlights: Laws of UX, Automotive UX, Web Design and Accessibility, Graphic Design, Studio: 2D, Color	Anticipated April 2026 Ann Arbor, MI
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Work Experience

Siemens Digital Industries Software <i>UX Designer</i> • Designed a scalable digital product catalog experience for 11,000+ industrial products, conducting user research, developing wireframes, and iterating prototypes to enhance usability for internal and external stakeholders. • Collaborated with 5 cross-functional portfolio teams in a rotational format, completing weekly hands-on UX tasks to understand workflows and improve consistency across platforms in a global enterprise environment.	Remote May 2025 - Present
University of Michigan - School of Information <i>Graphic Design Instructor</i> • Advised 45 students in 12 lessons on principles of graphic design and execution using Photoshop, Illustrator, and Figma, focusing on the use of graphic design in user interface and brand development and identity. • Critiqued student work to develop gestalt principles and effective visual storytelling by hosting office hours twice a week and grading and leaving feedback on 120 students' projects.	Ann Arbor, MI Jan 2025 - Present
<i>Python Instructor</i> • Led 30 students in 16 Python lessons, fostering an environment emphasized on community engagement and the sharing of information to empower students to develop final projects focused on creativity and connection of people. • Coached 200 learners to a deeper understanding of core concepts, including API integration, through projects that highlight community initiatives, connecting local audiences and enhancing practical application of learned skills.	Aug 2023 - Present
Uncle John's Cider Mill <i>UX Designer</i> • Led a complete website overhaul, restructuring the information architecture and redesigning 10+ key pages; updated and optimized 300+ CMS entries, improving user navigation and backend content efficiency across the site.	St. Johns, MI May 2025 - Jun 2025
<i>Graphic Designer</i> • Transformed complex technical sales documents into accessible language and intuitive visuals, enhancing understanding while providing clear comparisons between 10 distinct hard cider varieties available to distributors.	Jan 2024

User Experience (UX) Projects

Lasso Loop <i>UX Designer (Atlas Digital Consulting Group)</i> • Conducted a competitive analysis, defined product requirements, and ideated solutions through iterative sketching, resulting in the creation of 10 innovative UX concepts that paired user interface to the physical product. • Transformed initial app concepts into high-fidelity prototypes through continuous client feedback over 10-weeks, culminating in a polished and user-friendly app design that further developed the client's emerging brand identity.	Ann Arbor, MI Oct 2024 - Dec 2024
RoosRoast Coffee <i>UX Designer (Individual Course Project for Laws of UX)</i> • Identified 3 significant usability issues in RoosRoast's e-commerce website and designed a user-centered web interface focused on accessibility and brand identity to increase sales and coffee subscription packages. • Developed a competitive analysis with 4 other companies and researched best e-commerce practices to create a web solution that encourages users to complete the checkout flow at a higher rate.	Ann Arbor, MI Jan 2024 - Mar 2024

Skills

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- **UX Design & Research:** Wireframing, User Flows, Information Architecture, Interaction Design, Visual Design, Usability Testing, Persona Development, Journey Mapping, User Interviews, Screening Surveys, A/B Testing
 - **Design Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator), Webflow, Wordpress, Squarespace, AutoCAD
 - **Web Development:** HTML, CSS, JavaScript, Python, Django, SQL, Responsive Design, Cross-Browser Compatibility
 - **Prototyping:** High-Fidelity Prototyping, Rapid Prototyping, Interactive Prototypes, Mockups, Design Systems, User Interface (UI) Kits
 - **Art & Design:** Branding, Typography, Layout Design, Digital Illustration, Woodworking, Metal Working, Glass Working