

# Lauren Ciulla

## Product Designer / Motion Graphics Designer

NYC-based designer with a passion for crafting intuitive experiences and compelling video stories. Dedicated to simplifying complexity and sparking team success.

### Contact

lauren-ciulla.com  
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### Education

BA in Digital Media & Design  
Honors program, graduated *summa cum laude*.  
  
BA in English  
Graduated *summa cum laude*.

### Awards & Leadership

IBM Entrepreneur Award      Mar 2025  
IBM Culture Catalyst Award    Dec 2023  
IBM CIO Design Hero Award,    Mar 2023  
Accessible Workplace Team  
  
Student Service Design      2023 – 2025  
Challenge Coach  
  
IBM CIO Design Hero Award,    Sep 2022  
Pricing Advisor Team  
  
Rosenfeld Media DesignOps    Sep 2022  
Summit Cohort Facilitator  
  
Design at IBM Panel Speaker    Jul 2022  
  
IBM Advanced Digital Video    Nov 2022  
Content Designer Badge  
  
Digital Media CT Podcast      Jun 2020  
Panelist

### Skills

Product Design, User Research, Design Systems, Adobe Creative Suite, Figma, Interactive Prototyping, Accessibility, Design Thinking, 2D/3D Animation, Illustration, Branding

### Experience

#### IBM

##### Advisory Product Designer Apr 2025 – Present

Incorporates user research, UX strategy, visual design, and AI integration to design AI-powered experiences that simplify complex workflows, accelerate business outcomes, and deliver measurable impact at scale.  
  
Designed AI-powered M&A due diligence application, which increased contract review coverage from ~10% to 100% and improved review speed by 80%.

##### Visual Designer Apr 2022 – Apr 2025

Led product design on cross-functional teams, leveraging design systems and continuously integrating user feedback to optimize usability.  
  
Created responsive, accessible components for IBM's Carbon Design System.  
  
Conducted a business process transformation and UX/UI redesign of a tool resulting in a 39% reduction of manual steps and its global expansion.  
  
Led product design on a visitor registration tool prioritized for IBM's flagship NYC office opening and now used globally with a 33.7 NPS score.  
  
Led motion design for executive-level videos. Facilitated stakeholder ideation and designed content, storyboards, illustrations, and animations.

##### Associate Visual Designer Aug 2020 – Apr 2022

Designed user-requested features and conducted usability testing for a website-building tool, leading to an 18.1 increase in NPS.  
  
Led product's transitions of design systems and tools (Sketch to Figma).  
  
Produced IBM executive events for global audiences averaging 3,000 people.

##### CIO Design Intern May 2019 – Aug 2020

Developed research-based content, UX, and visual design for resource to help designers work effectively in Agile.  
  
Created graphics/animated videos for IBM social channels and office displays.

#### The UConn Foundation

##### Senior Email Marketing Intern Nov 2017 – Apr 2020

Formulated multichannel engagement strategies and executed campaigns by A/B testing content to maximize performance and synthesizing reports into user-friendly recommendations.

#### UConn Comms

##### Digital Graphic Artist & Developer Dec 2018 – Feb 2019

Implemented original graphics, illustrations, and JavaScript code to improve the UI/UX of an educational video game.