

# 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.