

Lauren Shields



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Los Angeles, CA

Experience

UX/UI Designer | NBCUniversal Media | May 2019 - Present

- Lead designer for The NBC App Android products, The Voice & America's Got Talent Apps
- Daily tasks include: designing wireframes/comps/user flows, prototyping / animation, reviewing builds for bugs, creating thorough spec docs, conducting user tests, and collaborating with Customer Service & Product Marketing teams.
- Releases various new features and updates across 10+ platforms including: mobile, web, and connected devices.
- Organizes several user testing plans utilizing questionnaires and 1:1 interviews to validate and understand the usability of new features.
- Analyzes competitors' latest updates and trends to strategize for upcoming features requests & quarterly reviews.
- Reports directly to VP of User Experience Design

Art Director | Sweet Spot Media | February 2019 - April 2019

- Produced a complete brand refresh which included: logo, website, branding guidelines, direct/shared mail, truck wraps, merch & more

Visual Designer | Hopscotch | June 2017 - February 2019

- Built and released mobile applications for: USA Today Media Group, Notre Dame, T-Mobile Arena, Red Rocks Amphitheater, Formula Drift & dozens more
- Created a component-based design system to increase overall productivity within sales, product, development, and quality assurance departments
- Sustained business objectives by analyzing data, while focusing on user-centered design through workflows, user personas, and journey maps
- Worked directly with C-suite team, product owners, and engineers by providing decks, marketing content, wireframes, prototypes, and documentation

Junior Art Director | Vixi | August 2017 - October 2017

- Assembled decks showcasing products for Ford, McDonald's, Super Bowl LI, Lollapalooza, Final Four, Austin City Limits & more
- Reported to the Senior Producer, Product Manager & Head of New Business

Graphic Designer | Spartan Innovations | April 2015 - May 2017

- Created brand strategies and guidelines with 30+ start ups
- Collaborated with Michigan State University faculty on event promotions & marketing material for speaker series, pitch competitions & more

Design Team Lead | Design for America | August 2014 - May 2017

Formerly: Designer, Project Team Manager, Storytelling Lead

- Supervised productivity & mentored a team of 12 designers
- Educated and guided project teams along a design thinking process
- Partnered with academic advisors to sustain the studio within the community

About

Hello! I am a UX/UI Designer who enjoys creating delightful and sustainable experiences via mobile, web & connect devices. I love talking about all things design, user testing, gardening, the midwest, live music, and rescue dogs.

Skills

- UX Research
- VUI
- Design Thinking
- Motion Graphics
- Adobe CC
- Sketch
- Principle
- InVision
- Zeppelin
- Confluence
- JIRA
- Scrum/Agile
- HTML/CSS
- Brand Identity
- Event Planning

Education

Michigan State University

Bachelor of Arts, Advertising

Minor in Graphic Design

Class of 2017