

# STEPHANIE LAWRENCE

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Brooklyn, NY

## Relevant Experience

**UX DESIGNER/RESEARCHER** AT UNCOMMONGOODS, APRIL 2017 – DECEMBER 2018 | BROOKLYN, NY

- Led research and design efforts for projects related to e-commerce shopping and purchasing experiences, and advised team members on design and research best practices
- Led research efforts and contributed to the re-design of the site's checkout experience, leading to improved usability and increased conversion rates
- Led design for new customer loyalty program, leading to reaching sign up and increased sale goals

**INTERACTION DESIGNER** AT THE HOME DEPOT (CONTRACT), NOVEMBER 2016 – MARCH 2017 | ATLANTA, GA

- Led design efforts for the product team's main project, including gathering user requirements, understanding workflows, creating user flows and mockups, and collaborating through design exercises to align cross-team stakeholders on user, business, and technical needs
- Re-designed an internal data management workflow and digital tools, leading to drastically reduced time and labor needed for completing tasks related to pricing

**UX RESEARCHER** AT FORS MARSH GROUP, AUGUST 2015 – OCTOBER 2016 | WASHINGTON, DC

- Provided design recommendations and collaborated with clients on government sites and mobile applications
- Consulted with product teams as a part of a usability research program, resulting in new product strategy and improved usability for multiple cancer research digital products

**USER EXPERIENCE AND CONTENT STRATEGY INTERN** AT BLUE STATE DIGITAL, JUNE 2015 – JULY 2015 | NEW YORK, NY

- Assisted the UX team with identifying user needs, analyzing data from surveys, and conducting user interviews for websites, and providing design recommendations

**ANALYST/PROJECT MANAGER II** AT ABT SRBI, JUNE 2012 – MAY 2015 | CAMBRIDGE, MA

- Managed and designed large-scale online surveys, and did research to inform survey design and content

## Skills

Collaborative design | Prototyping | Design strategy | User research | HTML/CSS/JS

## Education

University of Massachusetts, Amherst - MA in Communication (2014)

Harvard University - BA in Psychology (2008)