

Lauren MacGuidwin

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EXPERIENCE

Experience Designer at Razorfish

Jul 2015 - Present

- Led IA and prototyping for Smart USA owners' webpages in 5 days
- Developed experience strategy for Lincoln owners' digital concierge
- Established luxury ecommerce vision for Mercedes-Benz USA and Swarovski
- Won internal award for client-facing work on Mercedes-Benz USA
- Clients also include Dove, HeForShe, Comcast, Visa, Bayer, and Adobe

UX Designer at USDA E.A.T. Lunch Challenge

Jan - Mar 2016

National contest to build digital application for school meal subsidies

- Won first place overall, best behavioral design, and best visual design
- Led user flows, IA, wires, user testing, and prototyping for team of 4

Lead Product Designer at nClass

May 2014 - Dec 2016

- Drove UX and visual design for classroom web and mobile app used globally
- Led user research, wireframes, prototypes, and user testing for team of 3

Associate Account Strategist at Google

Sept 2014 - Jun 2015

- Lead product designer for global new hire website (20% time)
- Ranked #1 for quality of client interactions on team of 50 strategists (Q1)
- Led team in Mountain View through department-wide workflow transition
- Managed 250+ clients with spend up to \$600k/quarter

User Experience Intern at Razorfish

Jun - Aug 2013

- Led team of 5 interns in UNIQLO project which won internal pitch
- Wireframes and best practices research for Wells Fargo, Kia, and TMobile

General Manager of Marketing & Editor-in-Chief at The Corp

Jan 2011 - Apr 2014

- Headed usability testing for company website
- Boosted blog visits (+61%), unique visitors (+74%), and visit duration (+50%)
- Led summer storage campaign generating \$120k+
- Awarded employee of the semester (spring 2011)

EDUCATION

Front-End Web Development (Part-time) at General Assembly

Oct - Dec 2015

BA in Psychology, magna cum laude from Georgetown University

Aug 2010 - May 2014

- Coursework: Innovation/Design/Usability, Ruby, Probability/Stat, Research Methods

SKILLS & TOOLS

Wires & Comps

Sketch, Adobe CS

ETC.



Backpacked solo in China and SE Asia

Prototyping

Invision, Principle, Keynote



Enjoys stop-motion photography

Basic Front-End

HTML, CSS, JavaScript



Read 52 books in 52 weeks for new year's resolution