



LAUREN KOLBER

UX DESIGN + RESEARCH

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ABOUT

I am a user experience professional with an education in UX, web design and studio art. I am passionate about championing the user and creating engaging, usable experiences. I believe it is crucial to understand the "why" of a problem in order to address customer needs, support business goals and produce the best product.

EXPERTISE

DESIGN: Web and app wireframing (low to high fidelity), interactive prototyping

RESEARCH: Usability testing and analysis, ethnographic interviews and observation

PROJECT PLANNING: Project timeline, problem statement and goal creation, story mapping, cross functional team coordination

WORKSHOP FACILITATION: Planning and implementing ideation, alignment and prioritization workshops

TOOLS

- Axure
- Sketch
- Principle
- Adobe Creative Suite
- Usertesting.com
- Opinion Lab
- HTML5 + CSS3
- Atlassian JIRA
- MS Office Suite

EDUCATION

M.S. in MEDIA ARTS AND TECHNOLOGY
UX & Web Design Emphasis

Duquesne University | Pittsburgh, PA

B.F.A. in STUDIO ART
2-D Emphasis

University of Cincinnati | Cincinnati, OH

WORK EXPERIENCE

UX PRINCIPAL

Apr 2019 – Present

Associate UX Principal

Aug 2017 – Apr 2019

UX Architect

Feb 2015 – Aug 2017

UX Designer

Feb 2014 – Feb 2015

UX Intern

June 2013 – Aug 2013

American Eagle Outfitters | Pittsburgh, PA

- Create compelling, relevant user experience designs for the AEO site and iOS app that utilizes knowledge of the company's customer and their omni-channel shopping journey
 - Lead UX design of significant site experiences such as navigation, category pages, product pages, loyalty experiences, customer-based recommendation modules and personalized site tactics
 - Develop and implement design and interaction standards to ensure a consistent platform-wide experience
- Provide strategic UX expertise to business partners to help guide initiatives that create optimal user experiences and support business goals
 - Develop and facilitate cross functional team workshops, brainstorming and project story mappings
- Proactively collaborate with product management, UI designers, data analytics, merchants and engineering within an agile workflow process
- Perform, analyze and present customer research using qualitative and ethnographic methods to inform project planning and design iteration
- Submit and support A/B testing efforts to enhance site usability
- Guide and support junior designers by providing relevant project information and feedback in order to successfully deliver projects and meet their goals

ADJUNCT PROFESSOR

Jan 2020 – Apr 2020

Duquesne University | Pittsburgh, PA

- Develop, plan and execute U/G studio course on interactive design process
- Provide business experience and knowledge to M.F.A. curriculum

FOUNDATION COORDINATOR

Nov 2007 – Nov 2011

The Pulitzer Arts Foundation | St. Louis, MO

- Plan, organize and execute museum events
- Prepare and manage event budgets
- Oversee and plan director's schedule
- Organize and oversee job searches

PRODUCTION COORDINATOR + WEBMASTER

Nov 2004 – Nov 2007

The Saint Louis Art Fair | St. Louis, MO

- Plan and implement festival operations
- Manage festival exhibitors, restaurants and partnering organizations
- Create and maintain 4 organization and event websites and e-mail blasts
- Design festival signage, advertisements and invitations

FREELANCE DESIGNER & ARTIST

May 2006 – Present

- Produce digital designs for individuals and companies
- Design and develop responsive websites
- Create paintings, digital art and crafts

REFERENCES

Available upon request