



# LAUREN KOLBER

## UX Design + Research

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### ABOUT

I'm a user experience designer based in Pittsburgh, PA with an education in UX, web design and studio art. I've been championing the user and creating engaging, useful and usable digital experiences since 2012. I am passionate about understanding the "why" of any problem or opportunity to better address customer needs and support business goals.

### SKILLS

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

**RESEARCH:** Usability testing and analysis, ethnographic interviews and observation

**PROJECT MANAGEMENT:** Problem statement and goal creation, workshop facilitation, story mapping, cross functional team coordination

**WEB DESIGN:** HMTL5 and CSS3 coding, responsive web design

### TOOLS

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

### 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 UX design for AEO site and iOS app that utilize knowledge of the company's customer and the customer's overall shopping journey
  - Lead UX design of significant site experiences such as navigation, category pages, product pages, loyalty and customer-based recommendation modules and personalized site experiences
- Provide UX expertise to business partners to help guide initiatives that create optimal user experiences and support business goals
  - Facilitated cross functional team workshops, brain storms and story mapping efforts and performed and delivered relevant customer research
- Execute and analyze usability tests using interactive prototypes to gain relevant insights for 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
- Develop and implement design and interaction standards to ensure a consistent platform-wide experience
- Proactively collaborate with product management, UI designers, merchants and development within an agile workflow process

#### ADJUNCT PROFESSOR

Jan 2020 – Apr 2020

Duquesne University | Pittsburgh, PA

- Develop and plan M.F.A. studio course on interactive design processes
- Provide relevant 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