

LAUREN SENER

UX RESEARCHER & DESIGNER

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WORK EXPERIENCE

Senior UX Designer

AUGUST 2022 – NOVEMBER 2024 (REMOTE)

Smurfit Westrock – B2B packaging manufacturer with \$20b revenue

- Managed a user respondent pool of ~46,000 participants for problem and market discovery. Leveraged user research activities to double as a marketing funnel generating 11 user interviews, 9 co-innovation leads, and 5 business opportunity referrals—achieved at a fraction of the cost of external agencies.
- Designed and implemented over 20 surveys and conducted over 20 interviews with subject matter experts to uncover pain points, refine value propositions for a new SaaS product that leverages IoT technology.
- Facilitated over 10 design thinking workshops that promoted product team alignment and engaged potential customers to define product-market fit.
- Collaborated with product managers, UX designers, and developers on research activities to ensure findings translated into actionable insights that de-risked solution discovery and product backlogs.

UX/UI Designer

OCTOBER 2021 – AUGUST 2022 (LOS ANGELES, CA)

Phonexa – B2B Marketing automation platform for fortune 500 companies

- Designed and presented research-driven mockups and interactive prototypes for B2B and B2C web pages, mobile applications, and SaaS products driving usability and user engagement.
- Created an SEO-optimized resource hub with expert blogs, news, and gated content to build brand authority.
- Partnered with design leadership to align user needs, development constraints, and branding guidelines across multiple digital products, prioritizing accessibility.
- Produced comprehensive product documentation and annotations, streamlining communication for development handoff with overseas development team.

UX Designer, Fellowship

JUNE 2021 – SEPTEMBER 2021 (REMOTE)

General Assembly – Engaged with B2C cloud storage platform client

- Collaborated with a team of five designers on a 3-week design sprint to create user value and stickiness for new SaaS platform.
- Secured client and stakeholder buy-in on a new MVP direction, based on a strategic pivot identified through research and competitive analysis.
- Conducted user interviews and surveys, synthesizing findings into actionable insights to inform design decisions.
- Led usability and A/B testing sessions, extracting core takeaways to refine user flows and improve overall design and accessibility.

EDUCATION

Interaction Design Foundation

Data-Driven Design: Quantitative Research

General Assembly

User Experience Design Immersive

Stanford Continuing Studies

User Experience Design and Product Management

UC Santa Barbara

B.A. Film and Media Studies

SKILLS

UX Strategy and Research

Problem Discovery

Market and User Research

User Interviews

Journey Mapping

Quantitative Methodologies

Survey Design and Data Visualization

Multivariate (A/B) Testing

Usability Testing

Design Collaboration

Design Thinking Facilitation

Agile Methodologies

UX Mentorship

Presentation and Stakeholder Buy-in

TOOLS

Figma Azure DevOps

Maze Jira

Mural Adobe Creative Suite

Qualtrics Lucidchart