

Lauren Sener

Senior UX Designer

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Summary

Senior UX Designer and Researcher with nearly 6 years of experience leading product discovery, information architecture, conversion strategy, and experience design across enterprise SaaS, financial services, and consumer platforms. Known for turning ambiguous product questions into focused research, clear experience direction, and implementation-ready decisions. Work has established repeatable research programs, shaped product roadmaps, unified complex multi-audience platforms, generated five business referrals, and contributed to a client-reported increase in trial conversion from 10.8% to 18.3%.

Core Expertise

Product discovery | UX strategy | User research | Information architecture | Interaction design | Conversion optimization | Behavioral analytics | Responsive design | Design systems | Accessibility | Workshop facilitation | Executive communication | Cross-functional leadership

Work Experience

Senior UX Strategy and Research

Alloy - B2B Marketing and Technology Strategy Agency

April 2025 - Present / Remote

- Created an AI-assisted research workflow grounded in existing personas and prior human research to evaluate high-value enterprise conversion journeys. Owned the program from audit through client readout; winning directions were implemented, followed by a client-reported **increase in trial conversion from 10.8% to 18.3%**.
- Led the UX strategy and information architecture for a small-business lender consolidating two websites. Created the complete sitemap, navigation system, homepage strategy, and wireframes for every templated page type, giving business owners and financial partners distinct journeys within one scalable experience.
- Translated FullStory behavior, funnel data, competitive research, and heuristic findings into a prioritized search, map, filtering, homepage, and navigation strategy for a national rental platform. The client adopted the direction and implemented core concepts, including a mobile search takeover and user-defined map boundaries.
- Transformed Georgia Aquarium's manually maintained schedule PDF into a responsive, CMS-driven planning experience. Defined the visitor experience, mobile behavior, operational alerts, future-date recovery, CMS authoring workflow, and implementation annotations for the launched system.
- Identified an information-architecture risk on Atlanta BeltLine's website, earned buy-in for moderated research, and designed the execution-ready study. After the resulting mega menu launched, independently evaluated early Hotjar behavior, finding 52% more top-navigation clicks and 30% fewer sidebar clicks, and recommended waiting for a 90-day sample before further changes.

Senior UX Designer

Smurfit WestRock - B2B Packaging Manufacturer, \$20B Revenue

August 2022 - November 2024 / Remote

- Built and led a repeatable research-to-partner program for an early-stage IoT-enabled SaaS initiative. Reached more than 46,000 prospective participants, generated 135 survey responses, conducted 11 interviews, and **produced five referrals for new or expanded packaging relationships.**
- Led **20+ studies using surveys, interviews, prioritization exercises, and multivariate testing.** Facilitated knowledge-gap workshops and delivered decision-oriented readouts to product leaders and executives, turning open questions into evidence the team could use.
- Used customer evidence to help deprioritize a weak market hypothesis, validate demand for real-time temperature monitoring across supply-chain roles, and influence roadmap and backlog discussions while the product was still taking shape.
- Led the UX redesign of a B2B order-tracking portal, simplifying complex shipment statuses and translating enterprise requirements into clearer workflows and implementation-ready direction.
- Designed WCAG-aligned table components adopted into the enterprise design system, including usage guidance and acceptance criteria, and mentored UX interns through research planning, design decisions, and stakeholder presentations.

UX/UI Designer

Phonexa - B2B Marketing Automation SaaS
October 2021 - August 2022 / Los Angeles, CA

- Designed a gamified lead-generation experience intended to improve engagement, usability, and progression through a high-value conversion flow.
- Conducted heuristic evaluations and translated findings into redesign recommendations for B2B marketing-automation products, including a behavioral analytics platform.

UX Designer, Fellowship

General Assembly - B2C Cloud Storage Platform Client
June 2021 - September 2021 / Remote

- Applied human-centered design methods across client and project work, including mixed-methods research, synthesis, personas, information architecture, wireframing, prototyping, and usability evaluation.
- Conducted mixed-methods research for a B2C cloud-storage client and translated customer needs into personas, experience recommendations, and MVP product direction.

Skills

- **Product and Experience Design:** Product discovery, UX strategy, information architecture, user flows, wireframing, prototyping, interaction design, responsive design, journey mapping, design-system contribution
- **Research and Evaluation:** Stakeholder and customer interviews, usability testing, survey design, heuristic evaluation, competitive research, card sorting, participatory design, behavioral analytics, synthetic-persona testing, AI-assisted synthesis
- **Leadership and Delivery:** Workshop facilitation, requirements definition, executive storytelling, stakeholder alignment, roadmap recommendations, development handoff, QA collaboration, mentoring
- **Accessibility and Analytics:** WCAG reviews, Hotjar, FullStory, Qualtrics, Maze, Power BI, WAVE, Lighthouse
- **Tools:** Figma, FigJam, Miro, Jira, Azure DevOps, Adobe Creative Cloud

Education and Professional Development

B.A., Film and Media Studies, University of California, Santa Barbara

Certifications

User Experience Design Immersive – General Assembly

User Experience Design & Product Management – Stanford Continuing Studies

Earlier Career

Film Production and Post-Production | 2011 - Early 2021

Worked across camera operation, editing, television post-production, dailies, and trailer production, developing the audience awareness, narrative judgment, and cross-functional production skills now applied to product research and design.