LAUREN PHILLIPS

UX ARCHITECT | TS/SCI/CI POLY

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EDUCATION

Fabric Styling, BFA, Cum Laude
FASHION INSTITUTE OF TECHNOLOGY

Communication Design, AAS, Cum Laude
FASHION INSTITUTE OF TECHNOLOGY

Art History, Minor
FASHION INSTITUTE OF TECHNOLOGY

CERTIFICATIONS

UX Research Specialty
NIELSEN/NORMAN GROUP

Human-Computer Interaction for UX
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

User Experience Design
FASHION INSTITUTE OF TECHNOLOGY

SIDE HUSTLES

Web/Graphic Designer
MATERNITY CARE COALITION | 2024- PRESENT
- Web and graphic designer for non-profit organization focused on pregnancy care.

THE DESIGN SENSE STUDIO | 2019- PRESENT
- Principle web and graphic designer for interior design firm based in North Carolina

UX Consultant
BRIZE | 2021- 2024
- Provided consulting services for an education based company utilizing best UX practices for the current customer UI

UX Researcher
U.S. DIGITAL RESPONSE | 2023
- Conducted in-depth remote qualitative user interviews for <u>Federal Grant Finder</u> research project
- Synthesized findings into an actionable report presented to USDR Response board

Marketing Graphic Designer
THE ART THERAPY PROJECT | 2020
- Responsible for creating event presentation graphics

TOOL BOX

- Figma | Sketch | Adobe Creative Suite
- InVision | Miro | Mural
- Atlassian Suite
- Dovetail | Condens | HotJar
- GitHub/GitLab
- Google Analytics | Matomo
- HTML | CSS | JavaScript

I am an **enthusiastic multidisciplinary designer** with **7 years** of dedicated experience in **UX, Design, and Research.** Dedicated to team success, I use my **attention to detail, collaboration,** and **creative problem-solving skills** to create **seamless user experiences** in both **federal** and **commercial** sectors. By **advocating for user needs** and **driving developer collaboration,** I ensure that solutions are based on **thorough research and analysis,** delivering **timeless products** that address **mission-based users' pain points.**

WORK EXPERIENCE

UX Architect
CHENEGA/ NATIONAL GEOSPATIAL INTELLIGENCE AGENCY (NGA) | SPRINGFIELD, VA | 2023 - PRESENT
- UX Architect based on-site at NGA under the user experience design division.

Key Projects:
- **Algorithm Modernization:** As the sole UX Researcher for radar projects in the Chief Technology Office (CTO), user interviews are conducted to collect both quantitative and qualitative data, ensuring mission-focused feature development. Additionally, mock-ups for web-based UIs are created and iterated upon based on user feedback to standardize the overall experience.
- **UX Design System (UXDS):** UX Researcher translating content for developers and designers to use in Sketch UI Kits and CSS for React and Bootstrap 5, with a focus on Storybook for UI development.

UX/UI Teaching Assistant
EDX VIA COLUMBIA UNIVERSITY | REMOTE | 2023
- Served as the primary teaching assistant for a 24-week UX/UI bootcamp at Columbia University School of Engineering, mentoring aspiring UX designers and researchers by guiding them through UX methodologies to support their professional development.

Lead UX Researcher and Design Manager
BLUE RIDGE DYNAMICS, INC.| CHANTILLY, VA | 2021 - 2023
- Hired as the second UX Designer since the company's 2016 founding, quickly advancing to lead UX Designer and Researcher by addressing gaps between user needs and the design cycle. Managed a team of 4 UI/UX designers, overseeing up to 6 federal contract projects simultaneously at various levels—researcher, designer, and manager.

Key Projects:
- **NSNARE:** Led UX/UI design and research for an identity pattern-of-life project, collaborating with developers to implement user-driven designs. Conducted usability tests and diary studies at multiple DoD sites, gathering feedback and fostering user relationships. Maintained a human-centered approach to guide strategic decisions and resource allocation for product improvements.
- <u>**SEMAFOR:**</u> Led UX Research for a UI designed to detect deepfake semantics in collaboration with DARPA. Conducted user working groups at multiple sites, gathered feedback on initial designs, and presented iterative prototypes to clients and stakeholders. Ensured accessibility by adhering to Section 508 guidelines.

Junior Business Development Coordinator
BLUE RIDGE DYNAMICS, INC.| CHANTILLY, VA | 2022 - 2023
- Collaborated with senior business development teams to identify potential clients, conduct market research, and assess trends. Created persuasive sales materials, evaluated RFIs/RFPs for government contracts and actively participated in client meetings, trade shows, and industry conferences to promote the company's products and services.

SKILL SET

- UX Research Methodologies
- User Workshop Facilitation
- Section 508/WCAG Compliance
- Rapid Prototyping & Information Architecture
- Graphic & Responsive Web Design
- Front-End Development Frameworks
- Project Management & Agile Methodology
- Lean UX

WORK EXPERIENCE

Junior Graphic Designer

JR CIGAR | WHIPPANY, NJ | 2020 - 2021

- Designed over 15 diverse marketing campaigns each month, creating unique layouts for both digital and print assets.
- Created digital and print design layouts incorporating content for various projects.

Digital Experience Designer

LOCAL SOCIAL MEDIA | HOBOKEN, NJ | 2020 - 2021

- Led a team of 5+ in managing 12 Instagram accounts, designed logos for local businesses, and crafted innovative hashtags and feed strategies. Translated concepts into engaging digital user experiences.

Custom Product Coordinator

P/KAUFMANN INC.| NEW YORK, NY | 2019 - 2020

- Oversaw product development from design to production for custom-woven textiles for leading U.S. hotel chains. Enhanced vendor communication by 35% to ensure smooth fabric sourcing.
- Managed website content updates, including tagging and SEO optimization, to enhance online visibility and user engagement.

Fabric and Production Coordinator

KOMAR BRANDS | JERSEY CITY, NJ | 2017 - 2019

- Coordinated with overseas factories to oversee production processes and ensure quality control by maintaining detailed technical documentation.
- Managed the Product Lifecycle Management (PLM) system, including approvals, submissions, and lab-dips.
- Prepared Fabric Data Sheets (FDS) and Technical Data Sheets (TDS) for trims and fabrics, maintained cost sheets, and administered testing procedures.