

Lauren Goldberg

UX/UI Designer

Contact

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Skills

Software:

Figma, Sketch, XD, Shopify,
Adobe Creative Suite, Excel,
DataStudio, WordPress

Programming languages:

HTML/CSS, Javascript, Shopify
Liquid, PHP

Education

School of Visual Arts, 2009 - 2013

Bachelor of Fine Arts, Photography

General Assembly, 2016

Certification, Digital Marketing

Experience

UX/UI Engineer – Dame Products

Dec 2018 - April 2022

- Crafted Dame's web presence. Was solely responsible for designing and prototyping, carrying out the front-end development, and optimizing through testing.
- Performed an iterative redesign while refining their on-site visual branding and creating a scalable system of style guidelines. CVR improved 73% YoY as a result.
- Used data-driven design to strategize and execute conversion-rate optimization.
- Continuously improved site performance using analytics, heatmaps, and A/B testing data.
- Communicated reasoning for design decisions to stakeholders using usability best practices, business goals, and competitor audits.

UX/UI Designer + Front-End Developer – Auberg Design

Jan 2016 - Feb 2021

- Ran an independent web design & development studio specializing in e-commerce, working with 25+ Shopify stores. Select clients include Flare, Dame Products, and KNOW Foods.
- Services included UX design, front-end web development, conversion rate optimization, landing page creation, migrations, graphic design, and more.
- Designed wireframes and mockups based on user-friendly design principles.
- Developed websites using HTML, CSS, Shopify Liquid, JS, and PHP from existing mockups and original designs.