

Lauren Goldberg

Results-driven UX/UI Designer with expertise in delivering conversion-optimized e-commerce solutions.

CONTACT

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SKILLS

Functional Skills:

User-Centered Design, Wireframing, Prototyping, Visual Design, E-Commerce, A/B Testing, User Journey Mapping, Site Audits, Accessibility, Data Analysis, Design Thinking, Competitive Analysis, Usability Testing

Soft Skills:

Problem-Solving, Remote Collaboration, Persuasive Presentation Skills, Collaboration, Communication, Empathy, Creativity, Adaptability, Process Improvement, Time Management, Multitasking

Technical Skills:

Figma, Sketch, Shopify, Adobe XD, Adobe Creative Suite, Excel, InVision, WordPress, HTML/CSS, Javascript, Shopify Liquid, PHP, Google Analytics, Google Tag Manager, Google Optimize, VWO, CrazyEgg, DataStudio (Looker)

EDUCATION

School of Visual Arts

Bachelor of Fine Arts, Photography
2009 - 2013

General Assembly

Certification, Digital Marketing
2016

EXPERIENCE

UX Designer, Elva Design Group

Jul 2022 - Present

- **Leads UX design for high-profile clients**, delivering user-centered e-commerce solutions. Successfully manages multiple projects under tight deadlines.
- **Designs intuitive and user-friendly digital products** by leveraging industry research, best practices, and UX principles, using wireframing, prototyping, and UX audits.
- **Conducts up to four client-facing presentations weekly and facilitates discovery sessions** to gather requirements and identify pain points for design solutions.

UX/UI Engineer, Dame Products

Dec 2018 - Apr 2022

- **Led and executed end-to-end web design and development process**, from prototyping to testing, resulting in a visually stunning and intuitive website that drove revenue growth and exceptional user experience.
- **Increased Conversion Rate (CVR) by 73% YoY** through iterative redesign of critical user touchpoints, utilizing data-driven design methodologies and A/B testing to identify areas for improvement and enhance performance.
- **Communicated design rationale effectively to stakeholders** by utilizing best practices, competitor audits, and business goals. Created a system of style guidelines to strengthen brand consistency. Ensured compliance with WCAG standards for accessibility.
- **Produced informative e-commerce metric reports and interactive dashboards**, providing actionable insights to stakeholders. Utilized data analytics expertise to track traffic and user behavior, gathering critical insights that drove future optimization strategies.

Founder | Design + Development, Auberg Design

Jan 2016 - Feb 2021

- **Founded web design and development studio, delivering e-commerce websites that boosted sales and conversions for 25+ Shopify clients.** Maintained lasting client relationships by exceeding expectations and providing exceptional customer service.
- **Provided comprehensive services**, including UX design, conversion rate optimization, web development, and graphic design, resulting in visually stunning and high-performing websites.