

# Lauren Goldberg

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## 8+ Years Blending UX/UI Design with Front-End Dev Expertise

### EXPERIENCE

#### Terakeet, Senior UX Designer (Remote)

May 23 - Present

- Drove UX insights and strategy for **5** Fortune 500 brands at an SEO agency through user research, site audits, and page optimizations, increasing search rankings by enhancing user engagement.
- Led a **6-week CRO-focused redesign** for a top D2C eyewear brand's content hub, securing immediate conversion gains and setting the foundation for long-term success.
- Orchestrated hands-on Figma training for **28** team members, increasing design efficiency by **40%** and accelerating project timelines for critical UX deliverables.
- Championed UX to clients and stakeholders through clear rationale and documentation, driving a **90%** increase in implementation rates and enhancing cross-functional collaboration.
- Developed a Confluence hub while creating **8** standardized UX processes, accelerating team onboarding and streamlining workflows to improve project productivity.

#### Elva Design Group, User Experience (UX) Designer (Remote)

Jul 22 - Apr 23

- Oversaw UX design for **9** renowned brands at a design agency, including Martha Stewart, AG Jeans, and Elf Cosmetics, collaborating with visual designers to create bespoke, high-impact e-commerce experiences.
- Crafted UX solutions for **15** clients, leveraging wireframes, prototypes, competitive analysis, and heuristic audits to create high-quality, effective solutions under tight deadlines.
- Led UX design overhaul for a global beverage distributor's B2B platform, incorporating insights from **20** users to redesign key pages resulting in streamlined wholesale operations.
- Developed a modular Figma wireframe design system with components, Auto Layout, and variables, speeding up the UX process by **30%** and standardizing design practices across the team.
- Produced developer-friendly hand-off files with detailed annotations, reducing QA cycles by **40%** by ensuring precise design realization and minimizing development iterations.

#### Dame Products, UX/UI Engineer (Remote)

Dec 18 - Apr 22

- Engineered the design and development for a D2C wellness brand, utilizing data-driven insights and audits to generate **400%** revenue growth from **\$3M** to **\$15M** in **2** years.
- Redesigned key e-commerce user touchpoints through iterative improvements, utilizing A/B testing and data-driven strategies to optimize performance, increasing conversion rates by **73%** YoY.
- Spearheaded a **rapid blog redesign** to enhance product integration and optimize layouts, driving a **380%** monthly revenue increase and surpassing the previous year's total in under **3** months.
- Transformed legacy branding into a modern design system that complies with WCAG standards, reducing inconsistencies by **70%** and increasing usability, consistency, and accessibility for all users.

#### Auberg Design, UX/UI Designer & Front-End Developer (Remote)

Jan 16 - Feb 21

- Performed UX/UI design, conversion optimization, and web development services for **25+** Shopify clients, elevating conversion rates and increasing revenue through customized solutions.
- Facilitated the launch and strategic pivot of **Flare**, a seed-stage startup, and optimized high-impact areas like product pages, driving a **30%** MoM conversion rate increase.
- Streamlined the information architecture for complex inventories at stores like Manhattan Saddlery, simplifying navigation for **3,000+** products to improve product discovery for increased revenue.

### SKILLS

Figma • UX/UI Design • Wireframes • Prototypes • E-Commerce • Conversion Rate Optimization • User Research • Adobe Creative Suite • A/B Tests • HTML/CSS • JS • Data Analysis • Excel (Advanced) • Content Design • Mentorship

### EDUCATION

General Assembly, Certification, *Digital Marketing*

Sep 16

School of Visual Arts, Bachelor of Fine Arts, *Photography*

Sep 09 - May 13