

# Lauren Goldberg

lauren@auberg.design • (908) 216-5520 • auberg.design/work • NYC • linkedin.com/in/lauren-goldberg-aufv

## EXPERIENCE

### Terakeet • Senior UX Designer

May 23 - Present

Remote digital marketing agency focused on SEO solutions for Fortune 500 companies.

- Delivered UX research, competitive analyses, and landing page optimizations for **5+** Fortune 500 clients in finance, mortgage, nonprofit, and entertainment sectors, providing immediate insights and strategic direction.
- Led a strategic UX redesign for a top DTC eyewear brand's content hub, improving conversion rates and engagement within a **6-week** turnaround by implementing quick wins and creating a long-term roadmap.
- Conducted interactive Figma workshops and delivered biweekly training sessions for **28** designers and developers, cultivating tool mastery and advancing design skills department-wide.
- Standardized **8** processes for UX deliverables within the first year by developing a Confluence hub with updated processes, templates, and guides, improving onboarding speed and productivity across the team.

### Elva Design Group • User Experience (UX) Designer

Jul 22 - Apr 23

Remote e-commerce design agency crafting captivating digital experiences.

- Led UX design initiatives for **9** renowned brands in home goods, beverages, fashion, and cosmetics, delivering optimized, user-centric e-commerce experiences.
- Provided UX support for **15** clients under tight deadlines, employing wireframing, prototyping, competitive analysis, and heuristic site audits to deliver high-quality solutions.
- Created a modular Figma wireframe library with components, Auto Layout, and variables, accelerating the UX design process by **30%** and establishing consistent design standards across the team.
- Conducted up to **5** client-facing meetings weekly, delivering presentations and guiding discovery sessions for tailored solutions, aligning with client communication styles for productive conversations.
- Developed developer-friendly hand-off files with detailed annotations, streamlining implementation and reducing QA cycles by **40%** for precise design realization.

### Dame Products • UX/UI Engineer

Dec 18 - Apr 22

Remote DTC e-commerce brand innovating in wellness solutions.

- Led and executed e-commerce design, development, and optimization, enhancing customer journey efficiency and driving revenue growth from **\$3M to \$15M (400%)** over **2** years.
- Increased conversion rate by **73%** YoY through iterative redesign of critical user touchpoints, utilizing data-driven design methodologies and A/B testing to enhance performance.
- Developed a personalized product quiz by collaborating with customer service and product teams, increasing quiz completion rates to **95%** and boosting user confidence in purchases.
- Transformed the legacy branding into a modern design system that complies with WCAG standards, reducing inconsistencies by **70%** and increasing usability and accessibility for a broader user base.

### Auberg Design • UX/UI Designer & Front-End Developer

Jan 16 - Feb 21

Remote freelance web design and development studio focused on user-centered design.

- Elevated conversion rates and revenue for over **25** Shopify clients through custom e-commerce solutions, fortifying long-term partnerships via outstanding service delivery.
- Provided UI/UX design, conversion rate optimization, and web development services, resulting in websites that achieved a **95%** client satisfaction rate, fostering repeat business and referrals.

## SKILLS

Figma • UX/UI Design • Wireframing/Prototyping • E-Commerce • Conversion Rate Optimization • A/B Tests • User Research • Usability Testing • User Flows • HTML/CSS • Javascript • Data Analysis • Excel (Advanced) • Adobe CS

## EDUCATION

General Assembly, Certification, Digital Marketing

Sep 16

School of Visual Arts, Bachelor of Fine Arts, Photography

Sep 09 - May 13