

Lauren Goldberg

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Senior UX/UI Designer | 9 Years Crafting High-Converting, Data-Driven Solutions

EXPERIENCE

Terakeet, Senior UX Designer (Remote)

May 23 - Present

- Drove UX strategy for **5** Fortune 500 brands at an SEO agency through user research, competitive analyses, site audits, and page optimizations, increasing search rankings by enhancing user engagement.
- Led a **6**-week **conversion-rate optimization** for a top D2C eyewear brand's content hub, securing quick wins for conversion and setting the foundation for long-term success.
- Orchestrated **16** hands-on **Figma workshops** and biweekly training sessions for **28** team members, empowering designers and accelerating project timelines by **40%** for design deliverables.
- Articulated design decisions for clients and stakeholders with limited UX knowledge using clear rationale, research, and documentation, achieving a **90%** increase in design implementation rates.

Elva Design Group, User Experience Designer (Remote)

Jul 22 - Apr 23

- Led UX design for **9** major brands, including Martha Stewart, AG Jeans, and Elf Cosmetics, delivering tailored e-commerce experiences in partnership with visual designers.
- Designed user-centric solutions for **15** clients using competitive analyses, usability testing, personas, heuristic audits, wireframes, and prototypes, achieving high-quality outcomes under strict timelines.
- 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 by including detailed annotations, which minimized development iterations and reduced QA cycles by **40%**, ensuring precise, timely design realization.
- Led UX design overhaul for a **global beverage leader's** B2B platform, incorporating insights from **20** users to redesign and prototype key user flows, resulting in streamlined wholesale operations.

Dame Products, UX/UI Engineer (Remote)

Dec 18 - Apr 22

- Engineered **design and development** for a D2C wellness brand, leveraging data-driven insights and audits to enhance the customer journey and drive **400%** revenue growth from **\$3M** to **\$15M** over 2 years.
- Redesigned critical e-commerce touchpoints with CRO best practices and A/B testing, leveraging data-driven strategies to achieve a **120%** YoY increase and a **73%** overall boost in conversion rates.
- 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.
- Crafted a design system from legacy branding that exceeded WCAG accessibility standards, reducing inconsistencies by **70%** and increasing usability, consistency, and accessibility for all users.
- Developed a personalized product quiz through cross-functional collaboration with customer service and product teams, increasing completion rates to **95%** and improving user decision-making.

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

Jan 16 - Feb 21

- Performed UX/UI design, conversion rate optimization, and web development services for **25+** Shopify clients, optimizing experiences 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

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

Sep 09 - May 13

General Assembly, Certification, *Digital Marketing*

Sep 16