

LAUREN METCALFE

(214) 554-3778 | lauren@laurenmetcalfe.com | www.laurenmetcalfe.com

PROFESSIONAL SUMMARY

Results-driven and detail-oriented Product Designer with over 10 years of experience delivering user-centered solutions that drive business outcomes and reduce operational costs. Expert in translating stakeholder needs and collaborating with cross-functional teams to create compelling visualizations, prototypes, and innovative product features. Adept at conducting design research activities and validating product hypotheses.

COMPETENCIES

Holistic Design Thinking | End-to-End Product Design in Regulated Environments | Product Strategy | Enterprise-Scale Systems Design Thinking | Cross Functional Influence & Leadership without authority | Quantitative + Qualitative Research & Synthesis | Executive-Level Storytelling | Mentorship & Design Culture | Building | Strong Business Acumen | ADDIE Model | Roadmap Development | Service Design | A/B Testing | Prototyping | Accessibility

SKILLS

UX Masters Certification | Interaction Design Specialist | Figma at Enterprise Scale | Sketch | Native Design / HIG / Material | Agile | JIRA / Rally / Asana | Invision | MURAL | Adobe Creative Suite | Microsoft Suite | Glassbox | Wordpress | HTML/CSS | Slack | Zoom | ChatGPT

PROFESSIONAL EXPERIENCE

Senior Bank Product Designer | USAA | 2018 – Present

- Collaborate with Product Managers and business stakeholders to align on objectives, defining project scope and deliver user-focused solutions that address business and customer needs, resulting in a 20% increase in user engagement for key features.
- Facilitate human-centered design sessions and group discussions to create actionable design solutions, synthesize complex user data to identify pain points and opportunities for innovation.
- Design and present compelling wireframes, prototypes, and visualizations to communicate product ideas, leveraging storytelling techniques and data insights to gain stakeholder buy-in and drive alignment.
- Conduct user research to validate product hypotheses, create prototypes to test user flows and features, identify pain points, translating findings into design solutions, ensuring solutions meet user needs and achieve desired outcomes.
- Support Development teams by defining design and development requirements, ensuring seamless execution of product features while maintaining web accessibility standards and visual aesthetics.
- Manage multiple workstreams from discovery to implementation, balancing priorities and mitigating risks to deliver high-quality designs on time, improving project delivery efficiency by 15%.
- Create and iterate on prototypes to test product ideas, gathering user feedback to refine features and improve usability, contributing to a 30% reduction in user-reported issues.
- Utilize instructional design principles (ADDIE) to develop learning content for internal teams, enhancing cross-functional understanding of design processes.
- Demonstrate adaptability by navigating evolving project scopes, proactively addressing challenges, and delivering high-quality outcomes under tight deadlines.

Art Director/Web Designer | The AMMO Group - New Braunfels, TX | 2011 - 2018

- Designed and delivered marketing collateral across print, web, TV, radio, and digital channels for 40+ clients.
- Conducted client discovery sessions to define requirements and authored scoped project proposals.
- Owned front-end visual design for client websites and digital properties; coordinated print, mailing, photography, and external vendors to meet deadlines and budgets.
- Developed, designed, and executed full-funnel marketing strategies from concept through final delivery.
- Mentored and provided creative guidance to design interns.

EDUCATION

Bachelors of Fine Arts - Texas State University | San Marcos, TX

UX Masters Certification - Nielsen Norman Group

UX Management & Research Specialty - Nielsen Norman Group