

LAUREN METCALFE

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EXECUTIVE SUMMARY

Principal-level Designer with 14+ years of end-to-end ownership in high-impact, consumer-scale environments. Proven ability to lead 0 to 1 initiatives from ambiguous problem spaces through research, prototyping, and launch while mentoring small teams, managing work intake and resourcing, and partnering directly with VP/C-suite, Product, Engineering, Research, and Data leaders to shape strategy and influence multi-year roadmaps.

PROFESSIONAL EXPERIENCE

USAA - Senior Designer

02/2018 - 01/2026

- Co-owned and scaled USAA's enterprise design system in Figma; grew component library and reduced dev hand-off time by 25%.
- Led end-to-end 0 to 1 redesigns (fraud/dispute, self-service, deposit onboarding) that increased key-feature engagement 20%, reduced user-reported issues 30%, and deflected 183.9K annual support calls.
- Partnered with Product, Engineering, Legal, and executive stakeholders to define scope, influence roadmaps, and secure buy-in via data-driven executive storytelling in a regulated environment.
- Facilitated human-centered design workshops, conducted quantitative + qualitative research, and rapidly prototyped/tested solutions that balanced user needs, compliance, and business goals.
- Managed multiple concurrent workstreams from discovery to launch, improving project delivery efficiency by 15% while maintaining WCAG accessibility and visual excellence.
- Mentored designers and created ADDIE-based internal learning content to elevate cross-functional design literacy and velocity.

The AMMO Group - Graphic Designer & Front-End Web Developer

01/2011 - 02/2018

- 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.

SKILLS & COMPETENCIES

- **Design Practice:** Human Centered Design, Design Thinking, Experience Design, Product Design, Visual Design, Interaction Design, Service Design, End-to-End Design in Regulated Environments, Systems Thinking, UX Research & Synthesis, Journey Mapping & Personas, A/B Testing, Prototyping, Native Design, Accessibility
- **Leadership & Strategy:** Cross Functional Influence & Leadership without authority, Executive-Level Storytelling, Stakeholder Management, Product Strategy, Mentorship & Design Culture Building, Roadmap Development, Agile

EDUCATION

Bachelors of Fine Arts - Design

Texas State University - San Marcos, Texas

08/2007 - 05/2011

UX Masters Certification

UX Management, UX Research & Interaction Design Specialty

Nielsen Norman Group - Credential ID: 1035904

05/2022