LAUREN METCALFE

Senior Product Designer | Strategy & Product Growth Leader

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PROFESSIONAL SUMMARY

Principal-level Designer with 14+ years of end-to-end ownership in high-impact, consumer-scale environments. Expert at identifying market gaps and pivoting product strategies to maximize ROI and resource optimization. Proven track record of reducing operational overhead (183k+ call deflection) and designing for emerging technologies, including predictive AI and intent-based modeling. Established leader in multi-year roadmapping and cross-functional unification across complex, regulated ecosystems.

CORE COMPETENCIES

Strategic Leadership: Multi-year Roadmapping, 0-1 Product Discovery, Commercial Awareness & Resource Protection, Executive-Level Storytelling

Advanced Product Design: Human-AI Interaction (LLM/Predictive Models), Service Blueprinting, Complex UX Simplification, Cognitive Load Reduction

Research & Data: Quantitative/Qualitative Synthesis, A/B Testing, ROI Analysis, User-Centric KPI Definition

Operational Excellence: Design "Office Hours" Lead, Force Multiplication, Mentorship, High-Compliance Design (Regulated Environments)

WORK EXPERIENCE

SENIOR PRODUCT DESIGNER (Lead/Principal Scope)
USAA / San Antonio, TX | 02/2018 - 01/2026

- **Strategy & Resource Optimization:** Leveraged unmoderated research to pivot the "Self-Service" product strategy; successfully influenced leadership to abandon low-value features in favor of a unified service hub, preventing significant resource waste
- **Predictive AI Innovation:** Led innovation sprints exploring AI-powered assistants using **predictive intent models** to proactively surface suggested prompts, anticipating user needs during complex banking tasks
- **High-Impact Operational Savings:** Redesigned the Fraud & Dispute intake journey by simplifying legal jargon and creating a unified experience that **deflected 183,900 annual support calls** and reduced user-reported friction by 30%
- **Multi-Year Roadmapping:** Established design-led roadmap phases (Discovery, Ideation, Design, Implement) that synchronized Business, IT, and Design into parallel workstreams, accelerating time-to-production for 0-1 initiatives
- **Experience Unification:** Identified and resolved cross-app fragmentation in the fraud space, creating a seamless end-to-end journey that increased key-feature engagement by 20% and built trust during high-emotion transactions

- **Iterative Growth (Phase 2 Release):** Directed the follow-up release for the dispute product, introducing a real-time status tracking experience that further reduced status-check call volumes and increased member satisfaction
- **Operational Efficiency & AI:** Leveraged AI tools (Gemini, NotebookLM) to synthesize qualitative research and automate documentation, reducing discovery-to-design cycle time by **15%**
- **Design Culture Leadership:** Established "Design Office Hours" for peer critiques, elevating strategic quality and design literacy across the organization
- **Enterprise Systems Architecture:** Co-owned USAA's enterprise design system in Figma; expanded the component library by 10% and optimized hand-off protocols to reduce developer implementation time by **25%**

GRAPHIC DESIGNER | FRONT-END WEB DEVELOPER
The AMMO Group / New Braunfels, TX | 01/2011 - 02/2018

- **Omni-Channel Brand Strategy:** Delivered comprehensive visual identities and campaigns for high-profile clients including Sprint, Christus Health, Pure Barre and the City of New Braunfels
- **Full-Lifecycle Development:** Owned front-end visual design and coding (HTML/CSS) for responsive client websites, managing projects from initial discovery sessions through final deployment
- **Stakeholder Management:** Facilitated client workshops to define requirements and authored scoped project proposals to meet strict budget and timeline constraints
- **Mentorship:** Directed design interns and external vendors to ensure high-quality delivery of cross-channel creative assets

S K I L L S & T O O L S

Product Strategy & Research: Human Centered Design, Design Thinking, Service Design, Systems Thinking, UX Research & Synthesis, AI Assisted Research & Synthesis, Journey Mapping & Personas
Design Practice: Product Design, Visual Design, Interaction Design, Experience Design, User Flows, End-to-End Design in Regulated Environments, AI Prompt Engineering, A/B Testing, Prototyping & Wireframes, Native Design (Mobile/Web), Accessibility (WCAG)
Leadership & Strategy: Cross Functional Influence & Leadership without authority, Executive-Level Storytelling, Stakeholder Management, Mentorship & Design Culture Building, Roadmap Development, Agile
Tools: Figma (Enterprise Scale), Sketch, Invision, MURAL, JIRA, Adobe Creative Suite, Microsoft 365, HTML/CSS, AI Tools (Gemini, Figma Make, NotebookLM, Lovable)

E D U C A T I O N

UX MASTERS CERTIFICATION | UX Management, Interaction Design & Research Specialist
Nielsen Norman Group - ID: 1035904

BACHELORS OF FINE ARTS - DESIGN
Texas State University / San Marcos, TX | 08/2007 - 05/2011