

# Lauren Hanson | UX Research and Design

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With 10 years of experience researching how people interact with technology, I help redefine the solutions needed for the problems users experience everyday.

## METHODS:

- User Interviews
- Surveys
- Focus Groups
- Diary Studies
- Contextual Inquiry
- A/B Testing
- Card Sorting
- Heuristic Analysis
- Usability Testing
- Competitive Analysis
- Linguistic Analysis
- Predictive Modeling

## TECHNICAL SKILLS:

- Web Analytics
- Personas
- User Journeys
- Information Architecture
- Wireframing
- Prototyping

## SOFTWARE:

- Sketch
- Figma
- Invision
- Zeplin
- Google Apps
- Keynote
- R

## RESEARCH DOMAINS:

- Technology
- Websites
- Apps
- Social Media
- Video Games
- Virtual Reality
- Documentary Film
- Social Change
- Criminal Justice
- Algorithms

## PROFESSIONAL EXPERIENCE:

**UX Lead** New York, NY  
Big Drop Inc March 2020

- Developed a strategy for overhauling the agency's design process to dramatically improve quality of deliverables and client experience.

**UX Designer** New York, NY  
Lauren Hanson Design September 2019 - Present

- Designs and executes scalable user research strategies to address business goals and information needs;
- Leverages qualitative and quantitative methods for user discovery, trend analysis, design feedback, and usability testing.

**UX Designer** New York, NY  
CoLife August 2019

- Executed a full redesign for a Charleston-based startup's website to improve onboarding and conversion;
- Led client communications, user interviews, and visual design.

**Research Officer** New York, NY  
The International Legal Foundation July 2018 - June 2019

- Built an international research program from the ground up;
- Managed database system and staff in five countries while performing data analysis and generating research reports.

**Research Analyst** New York, NY  
Data & Society February 2017 - March 2018

- Drove research on ethics and impact of algorithms, technology, and media to inform and engage technologists, policymakers, and researchers.

**Research Manager** New York, NY  
Harmony Institute August 2013 - February 2017

- Designed and executed scientific studies and client-based data partnerships with a focus on interactive media;
- Managed the data science and analytics team.

## EDUCATION:

UX Design Immersive General Assembly

Master of Arts in Economics New York University

Bachelor of Arts in English Literature SUNY Geneseo