

# Lauren Schaffer • MS-HCI

## Senior Product Designer & UX Architect

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Senior Product Designer with 10+ years of experience designing end-to-end digital products, from early-stage concepts to shipped features, across startups, agencies, and in-house teams. Combines deep UX expertise with real-world experience to create intuitive, engaging experiences, especially in discovery, ecommerce, and consumer-facing platforms.

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### SKILLS & COMPETENCIES

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• Wireframing & Prototyping • Flowcharts & User Journey Mapping • Personas • Information Architecture • Heuristic & Accessibility Evaluation • Graphic Design & UI Design • User Interviews, Research, & Testing • Figma-Based Design Systems • Data Visualization • AI-Assisted Design • 0-1 Product Development • iOS and Android Design Platforms • Mobile-First Design • B2B SaaS & Consumer Mobile Products • Accessibility (WCAG 2.2) • Object-Oriented UX (OOUX) • Interaction & Animation

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### TOOLS & PLATFORMS

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• Figma • Sketch • Canva • Adobe Creative Cloud (XD, Illustrator, Photoshop, After Effects) • PowerPoint & Keynote • Principle • Zeplin • Webflow • HTML/CSS • Airtable • Jira • Miro • Notion • UserTesting • Qualtrics • ChatGPT • Midjourney • Claude Code • SketchUp • Unreal Engine

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### WORK HISTORY

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#### Freelance Interaction Designer | Ripley's Believe it or Not (MAY 2026 - PRESENT)

- Redesigning Ripley's interactive artifact kiosk and creating a mobile companion experience, projected to reduce single-screen bottlenecks by projected 30–50% by letting multiple guests search, browse, and explore simultaneously.
- Expanding artifact discovery beyond code lookup with search, categories, map-based browsing, QR/code entry, and mobile access, designed to drive up to 3x more artifact interactions per guest.
- Defining launch success around 4 measurable metrics: guest engagement, mobile scans/social shares, dwell-time distribution, and internal artifact data quality.

#### Lead User Experience Architect (Senior Product Designer) | Chick-Fil-A (JAN 2025 - JUL 2025)

- Designed and iterated on multiple order-fulfillment features for the Chick-fil-A mobile app, supporting a platform used by 1.8M+ weekly users.
- Worked within and contributed to a large-scale Figma design system to ensure consistency, accessibility, and scalability across features.
- Partnered closely with product managers, engineers, and stakeholders to refine requirements, validate design decisions, and ship production-ready solutions.

#### User Experience Researcher | Arthritis Foundation (JAN 2024 - AUG 2024)

- Designed and executed quantitative and qualitative user research interviews and analysis for Drug Guide feature. Produced a full report for stakeholders with design recommendations and next steps for development handoff.

### **Lead User Experience Architect | Razorfish** (JAN 2022 – APR 2023)

- Led collaboration on a cross-functional team of architects and visual creators, working with strategists, developers, stakeholders, and leadership in a large-scale agency environment.
- Optimized **American Express Travel** booking hub for vacation rentals, from search design through checkout and confirmation, accessible to 54 million users in the United States.
- Ideated and strategized **Corona** Sunset Sessions app for bespoke global concert festivals, including scheduling, social, and rewards features, with 12-15 festivals per year, each hosting 8,000 attendees.
- Created detailed user journeys for **MasterCard's** TouchCard, enhancing visual accessibility in physical spaces, online, and at self-checkouts.
- Evaluated heuristics and enhanced experience of **CVS** mobile app and website, with 74 million users.
- Advocated for user- and data-driven design; delivered solutions and information architecture through participatory and iterative design techniques.

### **Lead User Experience Designer | Rebel & Reason** (JULY 2021 - DEC 2021)

- Overhauled the entire video screen ecosystem for **MARTA** (Metro Atlanta Rapid Transit System), reaching 500k riders daily across 38 stations.
- Developed fully animated prototypes, designed graphics according to brand standards, and collaborated with Center for the Visually Impaired to exceed video-accessibility standards for blind / low-vision users and WCAG 2.2. Leveraged user feedback and data analytics to continuously improve system's usability.

### **UX Designer | Definition 6** (JUN 2018 – JUN 2021)

- Created modular, branded guidelines for multiple markets of **International Market Centers** (nearly 20M square feet of exhibition space), including in-depth information visualization for complex building maps, website and email templates, and full atomic design system.

### **User Experience Architect | Moxie** (JUN 2015 – JUN 2018)

- Led UX for complex B2B SaaS dashboards and consumer-facing mobile apps for clients like **Verizon**, **Rachael Ray Nutrish**, **Kimberly-Clark**, **Moe's**, and **TGI Fridays**, each reaching millions of users.
- Presented concepts to internal/external teams, stakeholders, and business owners.
- Developed intelligent information architecture and UX strategy, including personas, use cases, site maps, and user flows, informed by analytics, research, and client priorities.
- Built wireframes, interactive prototypes, animations, and interface elements for review and testing in web, mobile web, and app formats.
- Explored client uses for emerging technologies (Virtual and Augmented Reality in Future X Lab).
- Contributed to and evaluated game testing, created 3D designs, produced mood boards for themed events, and contributed to concept pitches for companies like **Delta Air Lines**.
- Participated in outreach programs for General Assembly students and provided mentorship to junior designers and interns on midsized UX teams.

### **Graphic Designer | The Center for Puppetry Arts** (MAR 2009 – JUN 2013)

- Designed and produced marketing materials from conception to completion, including four issues of the 40+ page, 16,000-piece annual season guide outlining theatre, museum, education, and outreach events.
- Produced 100+ print and online newsletter designs and hundreds of ads, emails, banners, and social media elements. Improved e-newsletter formatting, contributing to subscription growth of 10,000+.
- Strategized design costs and negotiated prices and timelines with vendors to keep projects under budget and on time.

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## EDUCATION

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MS: HUMAN-COMPUTER INTERACTION | DIGITAL MEDIA / **GEORGIA INSTITUTE OF TECHNOLOGY**

BA: STUDIO ART | MINOR: PSYCHOLOGY / **OGLETHORPE UNIVERSITY**