

# Lauren Thai

I'm a product designer with 4 years in the fintech & fitness spaces, designing for mobile apps (iOS & Android) and web/eCommerce.

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Portfolio & password: laurenthai.com • Design2023

## Experience

### Tempo Product Designer II, Growth

- Led the redesign of eCommerce website, with rebranded storytelling, product configurator, and checkout, as core web designer; improved overall site conversion by ~50%
- Collaborated closely with engineering, product, & brand marketing
- Developed Figma engineering specs that served as single sources of truth for cross-functional & leadership teams globally
- Owned launch of several iOS app features used by over 35k members
- Translated qual & quant user research findings into actionable designs

Oct 2021 - Aug 2023 • San Francisco, CA

### East West Bank Product Designer, Mobile

- Owned product design mobile pod to build and iterate on user journeys within the mobile banking app platform
- Launched several new features alongside engineering & QA that brought the app experience to mobile banking standards

Apr 2021 - Oct 2021 • Palo Alto, CA

### Fiserv (Ondot Systems) Sr. UX Designer, Mobile

- Owned the end-to-end product design of new features for our white label app platform used by credit unions nationwide, collaborating with product, engineering, & QA to ship features
- Led several design ops initiatives that improved cross-functional handoff; introduced Abstract for Sketch version control before ultimately switching company to Figma
- Constructed mobile app design system & component library
- Ensured accessibility standards were met in our mobile app, leading an accessibility audit and authoring voiceover guides

May 2019 - Apr 2021 • San Jose, CA

## Education

### University of California, Berkeley

B.A. Cognitive Science, Concentration in Human-Centered Design

Aug 2015 - May 2019 • Berkeley, CA

## Skills

Figma	Illustrator	Wireframing	Web & app design
Design specs	InDesign	Design ops	Project management
Prototyping	Photoshop	User research	Meeting facilitation