



Lauren Shupp

User Experience Design Leader
Reston, VA

Creative and pragmatic UX leader with 11 years of experience in strategy, user research, interaction design, visual design and leading design teams.

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SKILLS

- Contextual Inquiry
- Journey Maps
- Customer Programs
- Lean UX
- Design Thinking
- Web
- Mobile
- Adaptive
- Competitive Analysis
- Information Architecture
- Content
- UXPin
- Sketch
- InVision
- Agile
- Adobe Creative Suite
- Prototyping
- Usability Evaluations
- Accessibility

PATENTS, AWARDS, & PUB.

Filed 6 IBM patents for graphical user interfaces

IBM Invention Achievement Award

Outstanding Graduate Research Award

"How I put Lean UX to the test"
The UX Book Club, Medium,
November 2, 2016

"Tales of Designer Initiation: The UX Design Boot Camp"
UX Matters, August 23, 2011

"Shaping the Display of the Future: The Effects of Display Size and Curvature on User Performance and Insights"
Human-Computer Interaction, Volume 24, Issue 1 & 2, January 2009

EXPERIENCE

MAR 2018 - PRESENT

Medallia - Tysons, VA
Lead Designer

APRIL 2016 - NOV 2017

Appian - Reston, VA
Lead Designer

Lead a growing team of user experience designers responsible for the primary business persona who can build low-code applications. I established repeatable design practices, process improvements, and templates for designers to follow while also designing for strategic new capabilities (such as decision tables and integrations).

FEBRUARY 2015 - APRIL 2016 CONSULTANT

Liquid Analytics - Reston, VA
Principal Designer

Designed a native iPad app and web survey app for retail distributors. I helped the small business switch away from one-off custom applications to a single platform on the iPad that delivered actionable insights on big data for retail distributors. I designed an adaptive Web application from scratch for creating and managing surveys.

InRule Technology - Chicago, VA
Principal Designer

Built a design culture with executives and ran Lean workshops to drive strategy in their research and development department, while designing a web application for a single experience to author, test, and publish rule applications in the cloud (something no one in the space had done before).

AUGUST 2014 - FEBRUARY 2015

Latista - Reston, VA
Senior Designer

Supported their iPad native app, designed their new Windows native app, and significantly redesigned their web application for tracking construction work in the field to a more modern role-based experience. I grabbed safety gear and observed construction workers on site, bringing artifacts and context from the field.

2006 - 2014

IBM - RTP, NC

Design Team Lead, Integration Service

Lead a team of four designers to deliver a new cloud application for building integrations between middleware and services. Driving Design Thinking into an organization previously lead by engineers.

Senior Designer, Marketplace Project

Lead strategic design for this incubator project using the Lean methodology. Balanced business needs with the right design activities with flexibility. Resulted in a significant pivot for the business relatively rapidly, moving from an idea for multiple marketplaces to a single marketplace.

Senior Designer, Blueworks Live

Designed a business process discovery improvements in 8 week cloud releases, a new portal for business reviewers, and a new tool for documenting business decisions (contributing to the industry's new Decision Modeling Notation). Designed the first iPhone/iPad app in the portfolio for task management. Established a new technique for remote usability testing, and trained new design hires, leading Boot Camps.

Designer, WebSphere

Created a client participation program that grew by 40% each year with 400+ customer participants for designers across the brand, saving the company millions by shutting down an expensive feedback program too abstracted from the design process. Designed the brand's first administrative console for an appliance, and mocked reusable components that improved consistency and adoption of guidelines.

EDUCATION

2004 - 2006

Virginia Polytechnic Institute and State University, Blacksburg VA

Master of Science, Computer Science. Concentration in Human Computer Interaction

2000 - 2004

North Carolina State University, Raleigh NC

Bachelor of Science, Computer Science. Minor of Mathematics. Graduated with highest honors.