



## Lauren Shupp

User Experience Design Leader

Great Falls, VA

UX leader of 14 years building creative, confident design teams who dynamically apply lean strategies, user research, interaction design, user testing, and visual design.

- (919) 249-6767
- lshupp@gmail.com
- laurenshupp.com
- linkedin.com/in/laurenshupp

### SKILLS

- Mentoring
- Building Teams
- B2B
- Design Thinking
- Patterns
- Lean UX
- Customer Programs
- Benchmarking
- User Interviews
- Contextual Inquiry
- Journey Maps
- Information Architecture
- Content
- UXPin
- Sketch
- InVision
- Agile
- Prototyping
- User Testing
- Design Systems
- 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

#### Lead Product Designer

Medallia - McLean, VA

Mentoring and leading a team of four designers to deliver self-service capabilities for customers to set up feedback programs, surveys, reporting, automations, and integrations. Increased designer efficiency across teams by creating design patterns, repeatable best practices with templates, and design system improvements.

APRIL 2016 - NOV 2017

#### Lead Product Designer

Appian - Reston, VA

Coached a new team of user experience designers responsible for the primary business persona who builds low-code applications. 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

#### Principal Product Designer

Liquid Analytics - Reston, VA

Designed a native iPad app and web survey app for retail distributors. 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. Designed an adaptive Web application from scratch for creating and managing surveys.

#### Principal Product Designer

InRule Technology - Chicago, IL

Built a design culture with executives and ran Lean workshops to drive strategy in their research and development department. Designed 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

#### Senior Product Designer

Latista - Reston, VA

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 to bringing artifacts and context from the field.

2006 - 2014

#### Product Design Team Lead, Integration Service

IBM - RTP, NC

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

#### Senior Product Designer, Marketplace Project

Ran Lean UX methodology for a strategic incubator project, rapidly testing business needs with the right design activities. Led a significant pivot from multiple marketplaces to a single marketplace (now known as IBM Cloud).

#### Senior Product Designer, Blueworks Live

Designed 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.

#### Poduct Designer, WebSphere

Created a brand-wide user research program that grew by 40% each year with 400+ customer participants. Saved IBM millions each year by replacing the prior program too abstracted from the design process. Designed the brand's first admin console for an appliance and designed reusable components to improve brand consistency.

### 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.