



## Lauren Shupp

Director of UX Design  
Virginia

UX leader of 17 years, growing creative, confident design teams who can rapidly translate powerful capabilities into simple experiences. Apply lean strategies, user research, interaction design, user testing, visual design and content iteratively and at scale.

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### EDUCATION

**Master of Science, Computer Science**  
Human Computer Interaction  
Virginia Tech 2004 - 2006, Blacksburg VA

**Bachelor of Science, Computer Science**  
**Minor of Mathematics**  
Graduated Highest Honors  
NCSU 2000 - 2004, Raleigh NC

### SKILLS

Hiring Design Ops Coaching B2B  
Product Vision Design Thinking Figma  
Design Systems Patterns Prototyping  
Lean UX Agile User Interviews Specs  
Customer Programs Benchmarking  
Contextual Inquiry Journey Maps Copy  
User Testing Visual Design Accessibility

### PATENTS, AWARDS, & PUBLICATIONS

Medallia Womens History Month Award

Medallia Design "Above and Beyond"  
(AABY) award

Filed 6 IBM patents  
for graphical user interfaces

IBM Invention Achievement Award

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

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

Outstanding Graduate Research Award

"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

Updated Oct 2023

### EXPERIENCE

JAN 2023 - PRESENT

#### Director, UX Design

SchoolStatus - Remote, VA

Director of the company's first centralized design team, I operationalized design in a 'startup at scale' environment, supporting a portfolio of 6 recently acquired companies. While a product strategy and rebrand formed, I set up touch points with cross-functional leaders to manage long-term goals and dependencies. I spearheaded the creation of the company's first design system based on Tailwind to both decrease cost by speeding up the build process and increase revenue by helping the business gain more customers through visual trustworthiness. I ensured a successful Q1 sales launch of three new products expected to each use distinctive new branding that was dropped weeks before engineering needed to pickup the first increment - branded headers. I orchestrated the rapid visual design of three unique product visions to deliver a header component, core colors, typography, and icons to empower engineering teams at scale to unify visual design with common styles cohesive to the new branding.

JUL 2022 - DEC 2022 (6 mo)

#### Director, UX Design

Eden Workplace - Remote, VA

Managed a small, but mighty design team for a startup offering a suite of HR products in the performance management space. Delivered a new product per designer per quarter. I personally designed their new employee engagement surveys. Day one, I improved efficiency of their feedback loops that was suffering from rapid team growth by adjusting the team's approach to design critiques. Coached and empowered designers on first principals of design, and how to iteratively maintain and grow their design toolkit.

MAR 2018 - JUN 2022 (4+ years)

#### Director of Product Design, Employee Experience

Medallia - McLean, VA

Directed design across Customer Experience (CX) and Employee Experience (EX) offerings. Responsible for hiring, onboarding, and unifying a large design team. Drove consistency and efficiency by spearheading the expansion of our design system to adopt cross-product design patterns - decreased time to build for project engineers from quarters/years/never to plug-and-play. Designed for strategic new products and improvements around survey building, question libraries, automations, integrations, case management, and performance management.

APR 2016 - NOV 2017 (1.5 years)

#### Principal 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 designing for strategic new capabilities such as decision tables and integrations.

AUG 2014 - APRIL 2016 (2 years)

#### Consultant

**Liquid Analytics:** Designed native iPad and adaptive web app for retail distributor surveys. Pivoted the business from one-off custom applications to a single platform on the iPad that delivered actionable insights on big data.

**InRule Technology:** Built a design culture with executives and ran Lean workshops to drive strategy in their research and development department. Designed and ran user research for 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).

**Latista:** Enhanced their iPad native app, designed their new Windows native app, and completely redesigned their web application for tracking construction work in the field to a modern role-based experience. I grabbed safety gear and observed construction workers on site, bringing artifacts and context to development teams from the field.

2006 - 2014 (8 years)

#### 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.

#### Product 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.