



## Lauren Shupp

Director of UX Design  
Virginia

Hands-on 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.

📞 (919) 426-7777

✉️ lshupp@gmail.com

in linkedin.com/in/laurenshupp

### EDUCATION

#### Master of Science, Computer Science

Human Computer Interaction  
Virginia Tech 2004 - 2006, Blacksburg VA

#### Bachelor of Science, Computer Science

Minor, Mathematics  
Graduated Highest Honors  
NCSU 2000 - 2004, Raleigh NC

### B2B DOMAIN EXPERIENCE

- Education
- Employee Experience
- Customer Experience
- Low Code / No Code
- Retail
- Construction
- Rule / Decision Engines
- Business Process Management
- Middleware

### SaaS PLATFORM EXPERIENCE

- Adaptive Web
- iOS Native
- Middleware Appliance
- Windows

### DESIGN

Design Thinking   Interaction Design  
Prototyping   Ideations   Figma   Specs  
Design Patterns   UI Component Design  
Design Systems   Figma Libraries   Agile  
Visual Design   Style Guides   Lean UX  
Copy / Content   Stakeholder Reviews  
Information Architecture   Accessibility

### EXPERIENCE

○ JAN 2023

#### Director, UX Design

SchoolStatus - Remote, VA

Centralized designers across 6 recently-acquired companies into a unified team. Setup Design Operations, and partnered with cross-functional leaders to manage long-term goals and dependencies. My team created the company's first design system based on Tailwind to support the unfolding brand and product strategies. Dropped weeks before engineering needed to pickup the first increment, my team and I rapidly took the new strategy and designed visual styles for three distinct yet cohesive product offerings in order to deliver our first component, branded headers, establishing core colors, typography, and icons to empower engineering teams at scale right away.

○ 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 performance management. 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

Medallia - McLean, VA

Directed design for new Employee Feedback programs in performance management, broadening our market to meet HR needs and improving the employee experience. Includes employee goals, assessments, and 360 reviews at scale. Reduced time-to-build for project engineers from quarters/years/never to plug-and-play by spearheading the initiative to build complex design patterns into our design system. This improved designer efficiency, engineering efficiency, product consistency, and produced higher quality builds for downstream benefit.

#### Principal Product Designer

Designed for strategic new products and improvements around survey building, question libraries, automations, integrations, case management, and performance management.

#### Lead Product Designer

Led a team of designers to deliver capabilities for customer feedback programs, surveys, reporting, automations, and integrations. Mentored designers and increased designer efficiency across projects with repeatable best practices and adoption of modern design tooling.

○ 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.

## USER RESEARCH

Benchmarking   User Interviews   Surveys  
User Groups   Contextual Inquiry   Metrics  
Personas   Journey Maps   User Testing  
Empathy Maps   Assumptions Workshop

## DOMAIN PATTERNS

- Form Builders
- Survey Editors
- Survey Experiences
- Automation Workflows
- Dashboards
- Administrative Consoles
- Integrations and Data Mapping
- Task Management
- Decision Tables
- Rule Engines
- Decision Tables
- Business Process Discovery

## MANAGEMENT & STRATEGY

Hiring   Onboarding   UX Career Ladder  
Performance Management   Design Ops  
Design Vision   Figma Administration  
Mentoring   Coaching   Release Planning  
Cross-functional Collaboration   OKRs

## 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

## EXPERIENCE

○ AUG 2014 - APRIL 2016 (2 years)

### Consultant

Liquid Analytics, InRule Technology, Latista - Reston, VA

**Liquid Analytics:** Designed native iPad and adaptive web app for creation and consumption of surveys for retail distributors. 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.

○ 2000 - 2006 (6 years)

### Intern, WebSphere

IBM - RTP, NC