

LAUREN CATINO

UI Designer | UX Researcher

I'm a Denver-based Product Designer with a passion for problem-solving.
I aim to find user-centered solutions that drive engagement and grow businesses.

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SKILLS & TOOLS

Skills: UX/UI Design, User Research, Flow Design, Wireframing, Prototyping, User Journeys, A/B Testing, Usability Data, Design Principles, Data Analysis, Project Management, | Tools: Figma, Miro, HTML/CSS, Visual Studio Code, GitHub, Slack, MS Office, Google Suite, Google Analytics, Nielsen

WORK EXPERIENCE

Product Designer, **Joel's Kitchen** – Denver, CO | August 2023 – present

- Designed and launched the app and desktop product interface, resulting in a 33% increase in user signups year over year
- Led sprints with the developer and product manager to rapidly ideate, prototype, and test new features, reducing the product development cycle time by nearly 25%
- Managed several high visibility projects simultaneously, ensuring no detail was overlooked & all deadlines were met
- Implemented a design system single-handedly, streamlining the design process and ensuring consistency across the product, enhancing brand cohesion regardless of platform

User Experience Designer, **Soundtrace** – Denver, CO | January 2023 – July 2023

- Wireframed and prototyped dashboard screens for Soundtrace's software to enhance their customer's experience and help acquire new business for the company
- Aligned with internal stakeholders on business goals to remove friction and create a seamlessly designed solution
- Conducted usability research and audits to ensure the quality and accuracy of the platform
- Oversaw that all designs are consistent with the company's brand guidelines

Category Manager & Team Lead, **Peet's Coffee** – Emeryville, CA and Denver, CO | 2017 - 2022

- Conceptualized and planned space and assortment using data-driven strategies for national grocery and e-commerce accounts, then measured metrics for success
- Analyzed customer data and sales analytics to deepen understanding of shopper behavior and ensure product assortment is ideal for the customer experience
- Translated complex data into actionable insights to present to customers, resulting in a +6.2% increase in sales YoY
- Influenced flow decisions and communicated market trends & opportunity gaps to key stakeholders across internal & external teams, resulting in a +20% growth in points of distribution

Business Analyst, Shopper & Category Development, **Nestlé** – Oakland, CA | 2015 - 2017

- Collaborated with Marketing & Category teams to drive brand and division activity
- Created & maintained weekly and monthly metrics reports that summarized forecast accuracy and customer trends
- Led the Critical Path Project for new item execution and improved project management capabilities

EDUCATION

June 2022 – November 2022

UX/UI Design Bootcamp | University of Denver
Studied the beginning-to-end UX/UI design process and best practices

August 2008 – May 2012

Bachelor of Arts in Psychology, Minor in Political Science | Miami University (Oxford, OH)
Student Ambassador & Tour Guide 2009-2012, Semester abroad in Luxembourg Fall 2010