lauren catino

Seeking a role as a UX/UI designer
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⚲ Denver, CO

Work Experience

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

Planned & designed aisle space and recommended strategy for assortment using data and category knowledge, resulting in a +20% growth on points of distribution across the market

Interpreted data to deliver customer insights that were clear and actionable and help drive a +6.2% increase in our brand's sales YoY

Presented flow decisions, market trends, & opportunity gaps to key stakeholders across internal and external teams

Managed several high visibility projects and customer presentations simultaneously, start to finish, & paying close attention to detail

Business Analyst, Category & Shopper Development | Nestlé
New York, Boston, Oakland | August 2015 – January 2017

Collaborated with Marketing & Category teams to drive brand and division activity

Supported key projects and deliverables for the monthly planning process. This included reporting on forecast accuracy and trends, monthly and weekly sales, and customer rankings

Design Projects

Soundtrace | UX/UI Designer
I teamed up with a startup working to revolutionize hearing conservation in industrial workplaces. As a solo designer on this project, I researched users, created user flows, and designed dashboard screens for their software. Upon completion of each stage, I collaborated with the developer for a smooth handoff.

Planned Pethood International | UX/UI Designer
Redesigned a non-profit's website on a team of 4 in an effort to help increase donations. Conducted user research, worked closely with the stakeholders, prototyped hi-fidelity mobile and desktop frames with the use of a design system, tested & iterated for improvement.

SkinFix | UX/UI Designer
Working on a team of 4, we created a responsive website that curates a personalized skincare routine for the user based on questionnaire results. My project responsibilities ranged from user research, conducting a survey, analyzing the results, building the user flow, organizing and implementing the style guide.

Skills

Hard	Soft
User Interviews	Empathy
Decision Mapping	Design Thinking
Data Synthesis	Presentation
Storyboards	Project Management
User Flows	Collaborative
Persona creation	Adaptable
Wireframing	
Prototyping	
Information Architecture	
Testing & Iteration	
Double Diamond Approach	

Tools

Figma
Adobe XD
Miro
InVision
Basic HTML/CSS/JavaScript
Visual Studio Code
GitHub

Education

University of Denver
June to November 2022
UX/UI Bootcamp Certificate

Miami University
Class of 2012
Oxford, OH

Bachelor of Arts & Science in Psychology
Minor in Political Science

Luxembourg semester abroad
Campus Ambassadors & Tour Guides