

# 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 customer engagement and grow sales.

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## SKILLS & TOOLS

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Information Architecture, Research Methods, Journey Maps, Design Principles, Prototyping, Personas, Data Analysis, Usability Testing, Presentation, Empathy, Cross-Functional Collaboration, Web & Mobile, Accessibility Design, A/B Testing

Figma, Figjam, Adobe XD, InVision, Miro, HTML/CSS, Visual Studio Code, GitHub, Slack

## WORK EXPERIENCE

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UX/UI Designer, **Soundtrace** – Denver, CO | January 2023 - present

- Strategize, design, and prototype dashboard screens for Soundtrace's SaaS, subscription-based application
- Collaborate with the company founders and communicate often with the developer to ensure smooth design handoffs
- Iterate and deliver high-quality work, including during a sprint when needed
- Conduct usability research with users to validate the quality of the product
- Present design variations to stakeholders to shape the product around customer needs

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

- Designed aisle space using data-driven strategies for national grocery and e-commerce accounts, then measured metrics for success
- Strived to understand our shoppers and the why behind the choices they made when purchasing a product
- 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
- Built customer relationships through deep-dive category reviews to find strategies for minimizing shopper pain points
- Managed several high visibility projects simultaneously, ensuring no detail was overlooked & all deadlines were met

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

- Collaborated with Marketing & Category teams to drive brand and division activity
- Supported key projects and delivered a monthly metrics report that included forecast accuracy and customer trends
- Improved project management capabilities by co-leading the Critical Path Project for new item execution

## DESIGN PROJECTS

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UX/UI Designer, **Planned Pethood International** – September 2022      See the case study: [laurencatino.com/plannedpethood](https://laurencatino.com/plannedpethood)

A bootcamp project redesigning a non-profit's website to boost donations.

Skills: Stakeholder Interviews, User Interviews, Surveys, Interaction Design, Design System, A/B Testing

UX/UI Designer, **SkinFix** – November 2022

See the case study: [laurencatino.com/skinfix](https://laurencatino.com/skinfix)

Created a responsive app that curates a personalized skincare routine based on the user's responses to a questionnaire.

Skills: Usability Testing, Journey Mapping, Mobile First Approach, Branding

## EDUCATION

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June 2022 – November 2022

**UX/UI Design Bootcamp** | University of Denver

August 2008 – May 2012

**Bachelor of Arts in Psychology** | Miami University (Oxford, OH)

Minor in Political Science

Semester abroad in Luxembourg Fall 2010, Student Ambassador & Tour Guides 2009-2012

Summer 2011

Washington University in St Louis

Internship with the Cognitive Control & Psychopathology Lab

Moderated interviews with research participants, collected survey results, organized results