Lauren Schechinger

SENIOR PRODUCT DESIGN LEAD

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I believe in creating simple, intuitive experiences that delight users and generate value for businesses. I collaborate with product and engineering teams to get to the core of complex problems through user research and ideation to uncover elegant design solutions.

EDUCATION

Northeastern University
College of Arts, Media & Design
Boston, MA • 2009 - 2014

BFA in Graphic Design
Minor in Business Administration
Magna Cum Laude

Nielsen Norman Group
Virtual UX Conference
Service Blueprinting, 2023
Design Tradeoffs & UX Decision
Frameworks, 2021

SKILLS

Competitive Analysis
Heuristic Evaluation
User Research
Personas & Journey Maps
User Flows
Sitemaps & Taxonomy
Information Architecture
Wireframing & Prototyping
Sketching
UI/UX Design
Design Systems
Content Strategy
Usability Testing
A/B Testing
Survey Design
Workshop Facilitation

TOOLS

Figma, Sketch, InVision, Axure,
Adobe Photoshop, Illustrator,
InDesign, Usertesting.com, Miro,
Basic HTML/CSS

EXPERIENCE

EverQuote *Cambridge, MA • Remote*
Senior Product Designer II, March 2021 - September 2023
Senior Product Designer I, July 2019 - March 2021

- Led the launch of end-to-end design solutions for Eversurance, EverQuote's direct to consumer health and medicare agency, sold to MyPlanAdvocate for $13.2 million in 2023.
- Redesigned the health and Medicare shopping flows leading to a 40% increase in form completion rate through competitor benchmark tests which launched across all verticals.
- Continually optimized the consumer shopping experience through A/B testing and rapid iteration based on heuristic evaluations of industry leaders, driving business and user wins.
- Planned and facilitated discovery workshops, user interviews, and research activities to develop personas and journey maps which drove product strategy for our north star vision.
- Envisioned a new design system for all Eversurance consumer-facing experiences, tested components for usability and accessibility, documented guidance, and ensured all marketing materials followed Eversurance brand guidelines and content strategy.

Wayfair *Boston, MA*
Product Designer, October 2017 - June 2019

- Developed product vision, design, and strategy for Arlow, an end-to-end project management solution for interior designers and Wayfair's first SaaS product.
- Collaborated in an agile development process with product managers, engineers, designers, and business stakeholders to define product requirements and functionality for website and mobile applications.
- Led interviews and user tests with interior designers from product inception to beta launch to validate the product direction, identify user challenges, and brainstorm solutions.
- Created sitemaps, IA, user flows, wireframes, prototypes, and visual designs for MVP product features defined through heuristic evaluations and extensive competitive research.
- Led the redesign of business invoicing and expense reconciliation solutions for high value purchasers on the Wayfair Professional site as part of the B2B team.

Genuine *Boston, MA*
User Experience Designer, October 2015 - October 2017

- Collaborated across client teams and internal project teams consisting of strategists, designers, and developers to create user experiences and strategic solutions for clients including Red Hat, Partners HeathCare, WEX, Liberty Mutual, Acuvue, UL, and Mintz Levin.
- Participated in client workshops and discovery sessions to identify business requirements, user needs, develop target personas, and content strategy.
- Conducted heuristic evaluations, competitive research, formal and informal usability studies, and content audits to inform UX strategy and site taxonomy.
- Presented design solutions to clients through sitemaps, wireframes, and prototypes, communicating complex systems though user flows and journey maps.
- Created functional specs and content templates to ensure proper design implementation.

OHO Interactive *Somerville, MA*
User Experience Designer, May 2014 - October 2015

- Worked on a collaborative team through project kick-off, strategy, design, and development to create innovative user experiences and visual designs that achieved client goals.
- Conducted usability tests, user interviews, heuristic evaluations, and competitor audits, and analyzed qualitative and quantitative data to identify opportunities based on user insights.
- Developed and presented site maps, user flows, responsive wireframes, and interactive prototypes to communicate concepts to clients at stakeholder meetings.
- Annotated wireframes, created functional specifications, and provided design QA to ensure that client business goals and requirements were fulfilled through the project life-cycle.