Lauren Vrouvas,
Senior Product Designer

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Work Experience

Affirm   Senior Product Designer, Shopper Experience lead
MAY 2021 - FEB 2023

- Lead overall strategy for Returns – Shopper Experience

- Owned strategic, multi-month projects from conception to delivery, working closely with Engineering and Product partners

- Coordinated Design partners such as Research and Content, along with the Design lead for Merchant experience

- Delegated and oversaw Shopper Experience projects handled by other Design team members

- Sibling Products project – Designed a feature where adoption showed an increase of ~40% in exchange (including Shop Collections exchange) rate, from 10%-14%. The feature had around a 20% CTR on those products that included it

- Confirmation page – Redesigned the final page in Return Flow resulting in approximately a 20-25% increase in repurchase rate, with an increase of 6% in value for those repurchases. This translates to revenue retention, amounts up to 30% of relative increase in retention. If rolled out to all merchants, this could increase the FinTech revenue for Returnly by 10%, meaning a ~4-5% increase in overall net revenue for Affirm

Returnly   Senior Product Designer
FEB 2018 - MAY 2021

- Created concepts, wireframes, prototypes, and high fidelity designs for web-based products

- Conducted usability testing, analyzed findings, and iterated on design solutions based on user feedback

- Collaborated with developers and product to ensure designs were accurately implemented and met accessibility standards

- Shop Collections (B2B2C) – Designed a key feature that allows shoppers to exchange for more expensive products, resulting in $30M additional GMV and 35% increase in shopper spend

- Product Recommender – Designed a feature that leverages MLU to offer shoppers personalized product recommendations using Shopper order and returns data across a network of 2K merchants, resulting in a 150% higher CTR through A/B testing, and 20% increase in shopper spend

Skills

- User flows
- Rapid concepting
- Wireframing
- UX patterns
- Interaction design
- Visual design
- User testing moderation/analysis
- Storytelling and presenting
- Cross-functional collaboration
- Iterative design approach
- Metrics-driven
- Dual track approach experience

Tools

- Figma
- Figjam
- Sketch
- Adobe Creative Suite
- InVision
- UserTesting
- Notion
- Maze
- Jira
- Asana

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Work Experience

Linux Foundation Freelance Product Designer

FEB 2018 - JUL 2018

- Redesigned the Linux Foundation Training Site to allow Users to easily browse and purchase Linux Foundation courses
- Re-imagined the information architecture, user flows, page templates, and all UX patterns for the site

Media Cause Visual Designer

JAN 2015 - FEB 2018

- Conceptual brand creation & development, both digital & print
- Logo design & refreshes, full brand identity, website design, annual reports, business collateral, infographics, ads, & decks

Mahlum Team Assistant

FEB 2013 - JUL 2014

- Assisted Marketing team in RFP design and layout
- Responsible for layout of InDesign files, image selection and retouching in Photoshop, and pre-press preparation for RFPs
- Executed all high production in-house printing, chopping, and binding

Work Experience

Pacific Northwest College of Art Communication Design

2013 - 2014

University of Oregon Bachelor of Arts, Psychology & French

2006 - 2010

Interests

- Pottery
- Surfing
- Hiking
- Novels
- Art/Design
- Human rights