LAUREN BISTODEAU

UX DESIGNER & PRODUCT MANAGER

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WORK EXPERIENCE

Creative Content Manager
Stanford University | 2021 - present

- Design and help implement a degree audit system used by 17,000 students, faculty, staff and advisors.
- Conduct user research and usability testing to gather insights and validate design decisions, leading to a 30% improvement in product usability.
- Design layouts, interactions, content, and transitions for student websites and platforms.
- Responsible for all UI design decisions to create visually appealing designs for all screen sizes and device orientations.
- Drive UX vision, create UX workflows, design prototypes, and conduct usability testing.
- Share insights and collaborate with stakeholders, SMEs, developers, and project team members.
- Translate customer insights into actionable product features.
- Produce and deliver high-impact graphics for use on websites, presentations, printed material, merchandise, etc.
- Manage end-to-end video production cycle: scripting, filming, editing, sound, graphics, etc.

Communications Specialist
Stanford University | 2019 - 2021

- Partnered with project and product managers to provide strategic counsel on communication initiatives, including communication on the Stanford mobile app.
- Tracked and analyzed metrics to measure effectiveness, using Google Analytics & HotJar.
- Translated complex, technical subjects into informative, engaging, and easily comprehensible visual and written material.
- Developed original content, including infographics, ads, logos, animations, presentations and full-cycle video production.

SKILLS

Product Strategy & Roadmapping

User Research & Testing

Prototyping & Wireframing

Data Analysis and Product Metrics

Communication and Collaboration

Illustration & Graphic Design

Video Production

Photography

SOFTWARE

Adobe Creative Suite

Figma

Google Workspace

Jira

Trello

EDUCATION

Bachelor of Arts in Media Arts
University of Montana, Missoula, MT
Graduated: May 2012

UX Design Certificate
Google, online
Topics: UX research fundamentals, inclusive design, wireframes and high-fidelity prototypes
Completed: May 2024