

Lauren Jane

Product Designer

An innovative and results-driven Senior Product Designer with a proven track record of translating complex workflows into intuitive and engaging experiences. I drive growth, increase engagement, and am adept at collaborating with cross-functional teams. I am looking to contribute to a forward-thinking product team to deliver exceptional user experiences.

Experience

Lead Product Designer

Adaptis Inc.

May 2024 - May 2025

- Directly collaborated with the CEO and Expertise Team to prototype, design and deliver design for emerging decarbonisation AI for the construction and manufacturing industries.
- Delivered Personas, User Research, Site & Experience Maps, User Journeys and Flows, Interactive prototypes, design system & style guide for a complex, dynamic, data-heavy collaborative product with multiple layers of dependency

Lead Product Designer

Celtx (acquired in 2021 & became Backlight)

January 2016 - May 2025

- Directly collaborated with the CEO and Product Managers to foster considerable growth of two product lines for Film & Television Production and Gaming & VR Narrative Assist Management.
- Fostered improvement through user data, innovation and insight - from small iterations (goals features for writers), to new document types (beat sheets and story maps), and adopting entirely new technologies (moving from several mobile apps to a PWA, working with engineering to deliver API's)
- Ownership of design delivery for multiple simultaneous Scrum teams for complex, dynamic, data-heavy and collaborative products while mentoring junior designers
- Ownership of style guide and design language, built and maintained the UX & UI libraries used by designers and developers, elevated and enforced design standards across the company by making them accessible to everyone

User Experience Designer

Autodesk (Pixlr, Sketchbook, Consumer Division)

2009 - May 2016

- Lead designer of a hugely popular photo editor acquired by Autodesk in 2011
- Ownerships of all user interfaces and workflows for a suite of mobile apps, websites, and desktop products
- Created several hundred graphic elements and editing actions



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Skills & Methods

- Expert at delivering legible end-to-end high-fidelity design for dynamic flows and complex tools
- Skilled in usability design and performance metrics
- Believes in development as a process of discovery
- Skilled in usability design and interpreting performance metrics
- Excels in an agile environment
- Avid Researcher with exceptional problem framing and strategic thinking

Tools & Tech

Figma, Jira, Sketch, Invision, Notion, XD, Adobe CC, Hootsuite, Mixpanel, Zendesk

Personal Lore

- I love to read; my reading list for 2025 is currently 32 books. My favourites so far are 'The Housekeeper & the Professor' by Yōko Ogawa, and 'A Closed and Common Orbit' by Becky Chambers
- I started photography as research for my product 'Pixlr' and fell in love & carry a camera almost all the time
- I paint and write poems - creativity isn't a talent, it's a discipline I nurture
- I moved to Halifax, Nova Scotia, in 2023, to live close to the ocean
- I have a small black cat with a very long name

Lessons Softwear Development has Taught Me

- Perfection is an anti-goal to the growth of the product, but a never-ending pursuit of the process
- Design is a practice of being wrong carefully by testing insight and innovation with iteration
- Development & Testing are processes of discovery for Design that provide the necessary insight for growth
- A system's outcomes are a direct consequence of its interface design
- Sensory processing disorders make me a better designer because I'm used to translating the world around me
- Insightful, highly usable design is often so simple it doesn't look like anyone did anything at all
- Feedback is investment and engagement - product and designers need it to thrive and grow