



lauren schneider

Product and Interaction Designer

✉ laurenaschneids@gmail.com

🌐 laurenschneids.com

📞 860.212.5394

experience

Brand Networks | Product Design Co-op

Summer 2019 | Rochester, NY

Designed and prototyped mobile and desktop mockups for a local ad campaign management system that are used in sales presentations to actualize the product to prospective clients.

Designed and prototyped new features for a Walmart facing app that empowers local storeowners to post engaging content to their local social channels. Mockups visualized new features to Walmart executives, allowing for quicker approval and update rollout.

Consulted with software engineers to see each project through. Provided additional design support as necessary

RIT Marketing & Communications | Student Web Designer

Oct 2018 - Dec 2019 | Rochester, NY

Designed layouts for the university's website with consideration of accessibility and inclusivity, maintaining consistent brand and web presence, and UX design.

iD Tech Camps | Instructor

Summers of 2016, 2017 | Princeton, NJ

Taught week-long courses on game and level design for 10-12 year old students. Lessons included research, ideation, sketching, problem solving, and playtesting through user-centered design.

Managed camp-wide group activities. Communicated with parents during the week about student progress and future learning steps.

involvement

New Media Club | Member, Mentor

Fall 2015 - Spring 2019

Participated in social and skill-building activities with students in the club. Provided advice, support, and design guidance to underclassmen.

education

Rochester Institute of Technology

New Media Design (BFA)

Graduated December 2019

skills

Product Design
Interaction Design
Visual Design
UX Design
Prototyping
Illustration

tools

Illustrator
Photoshop
Sketch
Figma
InVision
After Effects
Adobe XD
HTML/CSS

interests

Painting
Video Games
D&D
Phil Collins