Lauren Weis

Senior Product Designer

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IN SHORT

10+ years helping product teams decide what to build. Lately, I build it too.

SKILLS

Experimentation and conversion · Product strategy and roadmapping · Design systems · Prototyping in code (HTML/CSS/JS) · AI design-to-code (Claude, Cursor)

EXPERIENCE

Independent Practice — Design Engineering Sep 2024 – Present

Took time to start a family (hello, twins) and kept building hands-on.

Designed and built a closet app with AI agents: one photo becomes a saved outfit and its closet pieces, with one-tap fixes for AI mistakes. First outfit in **3 minutes** in early testing, vs. 4.5–7 minutes in 3 competing apps.

Atlassian — Senior Product Designer Nov 2021 – Sep 2024

Lead designer on Jira and Confluence sign-up: framed and sequenced the experiment roadmap and dug into the data with engineers. With the Onboarding team, first-week activation rose **47.5%** for Jira and **89%** for Confluence in 6 months.

Redesigned the pricing page in one week before Team ’24, pushing back on a riskier, less transparent change. Sign-ups rose **8.3%** for Jira and **11.8%** for Confluence.

Turned how 7+ teams launched products into an org-wide template, cutting go-to-market from **2+ months to 3 weeks**. Helped make the case for a full-time design system lead.

Attentive — Principal Product Designer, promoted from Senior Mar 2020 – Aug 2021

Designed Attentive’s first two-way texting product, betting on automation over manual agents. Fill-in-the-blank replies turned shoppers’ answers into targeting data: **+23%** click-through and **+6%** revenue for the pilot client.

Designed consent-safe editing so brands could run their own order texts without sending shoppers marketing. **230 brands** live in 3 months, **over 2×** the goal.

Knotel — Senior Product Designer Oct 2018 – Mar 2020

Pushed for a quick check-in flow leadership hadn’t asked for. Our team went from catching **1% to 20%** of issues before customers did, and the research set the product roadmap.

Designed the office listing site, client app and sales tool; co-led user interviews and concept tests.

Zype — Director of User Experience, promoted from UX/UI Designer Aug 2015 – Mar 2018

First and only designer; grew the role into leading UX for the B2B platform, paywalls and accessible white-label apps on iOS, Android, Roku, Apple TV and web, contributing to a **$4.9M** Series A.

EARLIER

TOMS Shoes, Yum! Brands