LAUREN SOLOMON

Principal / UX Product Designer

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SUMMARY

Product Strategy - Platform Design - Conversion & Growth Design - Influence-Based Leadership - AI-Assisted UX & Configuration Systems - Cross-Functional Decision-Making

EXPERIENCE

Lowe's: Senior Product Designer
June 2023 - Present

Owned end-to-end strategy, design, and launch of a Paint homepage feature, driving a 600% increase in user engagement and a 54% lift in ecommerce conversion (13% → 20%). Drove AI-assisted configuration and product visualization strategy for complex categories, designing intent-based experiences that compressed 200+ configuration questions into adaptive, user-centered workflows and improved best-fit product discovery.

E-Commerce · Figma Make · Design Thinking · AI Product Design

FUZN: Founder and Principal Designer and
Strategist   January 2018 - July 2025

Founded and led the end-to-end creation of a mobile civic engagement platform, launching on the Apple App Store and Google Play. Built and led a 13-person cross-functional team across engineering, design, business, and sales, owning product strategy, UX architecture, and system design. Drove roadmap prioritization and delivery, making tradeoffs across scope, timelines, and technical constraints. Led investor and partner product presentations, translating product vision, technical decisions, and market opportunity into clear, actionable narratives.

Team Leadership · Design System Creation · Product Design · Business Development · Mobile Applications

PayPal: UX Designer
March 2020 - January 2023

Designed core UX for PayPal's Working Capital Loan during COVID, enabling revenue-based repayment instead of fixed monthly payments to support businesses during the pandemic. Shipped application and execution flows under accelerated "moon launch" timelines, partnering with product, engineering, legal, and risk to deliver compliant, merchant-centered experiences. Contributed to merchant lending, shopping, and Pay Later surfaces and helped scale consistency through the UI Kit.

FinTech · Template Creation · Product Innovation · UX Design · Figma

Marriott: Product Designer
November 2019 - March 2020

Designed UX for Marriott Bonvoy mobile experiences across a multi-brand hospitality platform, contributing to Trips and Dining features used by multiple Marriott-owned hotel brands. Balanced brand-specific requirements, visual identity, and experience standards while maintaining a cohesive Marriott ecosystem. Partnered with product managers and engineers to deliver scalable, accessible discovery, booking, and trip-management flows within enterprise design system constraints.

Mobile Application Design · Multi-Brand Ecosystems · Design Systems · Brand Standard

CONTRACT & CONSULTING

T. Rowe Price: Sr. Supervising UX/UI Designer
September 2019 - November 2019
Redesign the new account sign up flow and the account finder process. Facilitate and analyze user research.

Women Making America: Principal Designer
January 2019 - August 2019
Rebranded the website for desktop and mobile versions including UX/UI

Publicis Sapient: Experience Designer
May 2018 - January 2019
Designed AT&T First Net's developer portal to pass the requirements by government.