



# Lauren Blake

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## About Me

I'm a product designer passionate about designing tools that bring clarity and confidence to everyday decisions. I specialize in transforming complex systems into intuitive, scalable experiences across platforms—making the stressful feel simple.

## Experience

**Goldman Sachs Senior Product Designer (Vice President)** New York | Dec 2023 - Present  
**Full Time Consultant** New York | April 2022 - Dec 2023

Promoted from Associate designer. Served as lead designer on multiple high-impact initiatives for ultra-high-net-worth clients (\$10M+ AUM) and 3,000+ global sales team members. Designed end-to-end experiences across platforms (desktop, mobile, responsive web) for both client-facing tools and internal sales systems, managing \$1T+ in assets. Led discovery, strategy, and execution in collaboration with cross-functional teams. Mentored junior designers through formal programs and project-based guidance.

- Owned design strategy for a suite of internal task management and sales enablement tools, consolidating 10+ legacy systems into a unified platform projected to increase sales efficiency by ~25%
- Cut onboarding time by 10 days and reduced account errors by redesigning advisor onboarding flows
- Reduced processing time by 22% and errors by 35% by streamlining FCC compliance workflows through an intuitive case management dashboard
- Co-led design for a next-gen Wealth AI platform integrating LLMs into internal tools to generate contextual workflows, cross-system insights, and client-facing analysis

**KPMG Senior User Experience Specialist** New York | Jan 2021 - Oct 2023

Promoted from UX Specialist. Delivered end-to-end UX for global clients in the finance and tech sectors. Created responsive designs across platforms, shaped design strategy, mentored junior designers, and evolved internal design practices.

**NYU IT UX Designer** New York | June 2019 - Oct 2019

Uplifted the WorkLink platform used by 50,000+ NYU members to manage facilities. Conducted research, ran usability tests, and designed responsive web and mobile experiences for streamlined task completion.

## Education

**Tandon School of Engineering, New York University** Sep 2016 - May 2020

BS Integrated Digital Media, Minor in Game Design - Magna Cum Laude

## Skills

### Design

User-Centered Design, Interaction Design, Design Systems, Prototyping, Wireframing, User Testing, Accessibility

### Software

Figma (Expert), Illustrator, Photoshop, Premiere, After Effects, Jira, Confluence, Miro, Mural, Usertesting.com

### Soft Skills

Cross-functional teamwork, Storytelling, Stakeholder engagement, Strategic alignment, Strategic thinking