LAUREN BELL

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Born in Switzerland, trained in London, and based in California. My distinct skillset blends psychology, analytics, and design to closely develop brand identity and strengthen my connection with target audiences. My rigorous understanding of consumer behavior and quantitative research skills enable me to create user-centric, accessible design solutions.

Experience

Safran Passenger Innovations — 2023 - now
UX / UI Designer

- Designed in-flight entertainment systems aligned with airline identities to boost engagement and satisfaction.
- Introduced features like an interactive meal menu to enhance the in-flight experience.
- Used user flows, research, prototyping, and testing to improve design and passenger interactions.

Thrive Mental Wellbeing — 2021 - 2022
UX Researcher

- Conducted research, including focus groups and interviews, to assess the wellbeing app's effectiveness.
- Analyzed user feedback to provide insights and recommendations, enhancing usability and satisfaction.
- Created reports that guided design strategies and optimized the app's mental wellbeing features.

The Eyethink Lab — 2020 - 2021
Social Cognition Researcher

- Created an online game with mechanics that measure collective aggression.
- Conducted quantitative and qualitative data analysis to identify factors influencing player behavior and game dynamics.
- Delivered insights that informed the design and refinement of game mechanics and research methodologies for future studies.

Social Enterprise Enactus — 2019 - 2020
Videographer & Editor

- Filmed and edited short promotional videos to raise awareness and donations for mental health charities.
- Collaborated with charity teams to align messaging and ensure a compelling visual narrative.
- Utilized engaging storytelling techniques to connect with audiences.

Education

University College London — 2021 - 2022
MSc Psychology

- First-class honors

University College London — 2018 - 2021
BSc Psychology

- First-class honors

Passion Projects

LookLab — 2022 - 2022
UX/UI Designer

- Designed a mobile app to help users optimize their wardrobe, reduce spending, and minimize fast fashion waste.
- Conducted user research, created wireframes, and developed high-fidelity prototypes

SweatSquad — 2021 - 2022
UX/UI Designer

- Designed a mobile app to connect users with shared fitness interests, enhancing motivation and supporting health goals.
- Focused on features that foster community engagement and personalized experiences, driving interaction and goal attainment.