

# LAUREN BELL

Huntington Beach, CA

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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

- Led end-to-end design of scalable digital platforms used across multiple airline brands, from research and concept to implementation and iteration.
- Conducted comprehensive user research, interviews, and surveys; synthesized insights into personas, journey maps, and design decisions.
- Led the design of an AI-powered product concept that won a company-wide innovation challenge.



### Thrive Mental Wellbeing

2021 - 2022

UX Researcher

- Led user research initiatives to evaluate product usability and behavioral outcomes.
- Translated research findings into actionable product insights, directly informing design decisions and feature prioritization.
- Synthesized research findings into detailed reports and presentations, collaborating closely with design teams to inform and optimize product strategies.



### The Eyethink Lab

2020 - 2021

Social Cognition Researcher

- Created an online game with mechanics that measure collective aggression, including measures of vandalism and destruction.
- Conducted in-depth quantitative and qualitative data analysis to identify implicit factors that influenced player behavior, including anonymity and group dynamics.
- Delivered insights that informed the design and development of research methodologies.



### LUSH Cosmetics

2015 - 2018

Sales Assistant

- Interpreted customer behavior and feedback to guide product recommendations, balancing user preferences with business objectives.
- Supported brand presence through social media content and in-store storytelling, reinforcing consistent brand messaging and engagement.
- Collaborated with team members to optimize in-store experiences, translating customer insights into actionable improvements.

## 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.