

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



RAVE Aerospace

UX / UI Designer II

2026 - now

- Led UX design for touch-based in-flight entertainment systems, driving innovative features and interaction improvements.
- Owned design strategy from research to execution, using data and user insights to shape product direction and improve usability.
- Partnered with leadership and cross-functional teams to deliver branded, scalable experience solutions.



Safran Passenger Innovations

UX / UI Designer

2023 - 2026

- Designed and branded touch-based in-flight entertainment experiences tailored to airline partners.
- Conducted user research, analyzed feedback and usage data, and applied insights to improve usability, engagement, and overall passenger satisfaction.
- Led the design of an AI-powered product concept that won a company-wide innovation challenge.



Thrive Mental Wellbeing

UX Researcher

2021 - 2022

- 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

Social Cognition Researcher

2020 - 2021

- 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.

Education



University College London

MSc Psychology

2021 - 2022

- First-class honors



University College London

BSc Psychology

2018 - 2021

- First-class honors

Passion Projects



LookLab

UX/UI Designer

2022 - 2022

- 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

UX/UI Designer

2021 - 2022

- 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.