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

- Drive end-to-end design across multi-brand digital platforms, from discovery and through final UI and implementation.
- Led design of a next-generation in-flight entertainment interface with external agency Reaktor, rebuilding the experience around a rail-based layout modeled on streaming services. Showcased at Aircraft Interiors Expo (AIX) to overwhelmingly positive feedback.
- Conduct interviews, surveys, and stakeholder discussions, synthesizing findings into personas, journey maps, and prioritized improvements.

Safran Passenger Innovations
UX / UI Designer
2023 - 2026

- Designed user interfaces, flows, and high-fidelity mockups for airline client experiences across digital platforms.
- Partnered with product and engineering teams to refine features and support implementation.
- Contributed to reusable components and design documentation, improving consistency across projects.
- Build and maintain design systems and configurable component libraries in Figma to support brand customization and faster iteration.

Thrive Mental Wellbeing
UX Researcher
2021 - 2022

- Led user research evaluating usability and behavioral outcomes for a consumer mental wellbeing app.
- Ran interviews, focus groups, and mixed-method studies to identify pain points and opportunities for improvement.
- Synthesized findings into reports and presentations, partnering with design teams to improve the app's mental wellbeing features.

The Eyethink Lab
Social Cognition Researcher
2020 - 2021

- Created an online game with mechanics measuring collective aggression, including vandalism and destruction.
- Analyzed quantitative and qualitative data to identify factors shaping player behavior, including anonymity and group dynamics.
- Delivered insights that shaped game mechanics and research methodology.

Education

University College London
MSc Psychology & Language Sciences
2021 - 2022

- First-class honors

University College London
BSc Psychology & Language Sciences
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.