

LAUREN PANGBORN

Experienced product designer, people leader, and gadget nerd.

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SKILLS

- ▮ Digital UX design
- ▮ Physical UX design
- ▮ Design leadership
- ▮ Product strategy
- ▮ UI design
- ▮ 3D rendering + animation

EXPERIENCE

Design Lead / Nav / Nov 2023 - present

- Currently lead product design for Nav's two largest surface areas: financial health and financing.
- Recently shipped major redesign of the financing experience.
- Inhabit a leadership role within the design team by mentoring junior designers.

Head of UX / Logitech G / Dec 2022 - June 2023 (contract)

- Managed a team of four UX designers, delivering innovative hardware solutions for gamers and streamers.
- Developed and executed a research initiative to standardize a UX platform across an audio product line.

Product Strategy & Design Consultant / Rad Power Bikes / Sept 2022 - Oct 2022

- Developed a comprehensive smart ebike product line concept, featuring advanced handlebar controls, an upgraded display, a robust security system, and seamless companion software.
- Crafted a detailed three-year implementation strategy.
- Conducted in-depth user research to gather insights on existing products, informing future enhancements and ensuring customer satisfaction, then analyzed the competitive landscape of smart ebikes to identify opportunities for differentiation and stay ahead of industry trends.

Head of Product Design / Wahoo Fitness / Feb 2020 - May 2022

- Oversaw product design for key revenue-generating categories, including four mobile apps (two iOS, two Android).
- Recruited and managed a high-performing team of three UX designers.
- Successfully launched multiple products, such as a multisport watch, bike computers, indoor trainers, heart rate monitors, and bike pedals.
- Prioritized and planned software features for optimal customer experience.
- Drove integration efforts to create a cohesive ecosystem across various product lines.

Product Designer / Wahoo Fitness / Jun 2017 - Feb 2020

- Led the successful redesign of Wahoo's highly acclaimed mobile apps.
- Designed cutting-edge experiences for a range of innovative cycling products, including bike computers, indoor trainers, and hardware accessories.
- Oversaw production design for all of Wahoo's product lines and accompanying software.

Designer / Pinch (acq. by Chime) / Sept 2016 - Jun 2017

- Developed and implemented logo, branding, illustration style, and UI design system for company.
- Designed user-friendly mobile and web app that enhanced customer experience.

Designer / Gravity Jack / Apr 2014 - Sept 2016

- Designed custom user experiences and interfaces for AR and VR projects.

EDUCATION

Bachelor of Arts in Computer Science and Graphic Design (HCI)

Whitworth University / 2015 / Magna cum laude