

LAUREN DRAVIS

PRODUCT DESIGNER

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Product designer with 3+ years leading end-to-end SaaS and institutional product design, spanning user research, information architecture, and cross-platform interface design for mission-driven organizations and an independent startup. Currently owns UX strategy for 10+ digital products at the Catholic Diocese of Arlington and founded CompStar, a scalable mobile SaaS platform serving competitive ballroom dance organizations. Skilled at translating complex operational workflows into accessible, WCAG-conscious interfaces and partnering directly with engineering to ship user-centered products and maintains working familiarity with front-end technologies including HTML, CSS, and Javascript.

CORE SKILLS

Tools: Figma, Adobe Creative Suite, Google Analytics, Webflow, WordPress, Elementor, Framer

Methods: User Research · Wireframing · Interactive Prototyping · Usability Testing · Information Architecture · Design Systems · Journey Mapping

Standards: WCAG 2.1/2.2 Accessibility · Responsive & Mobile-First Design

EXPERIENCE

Digital Communications & Experience Specialist | Catholic Diocese of Arlington, Arlington, VA Feb 2025 – Present

- Lead UX strategy across diocesan web and mobile platforms, launching Porta Fidei and the Parish Content Resources Portal, used by over 50 parishes and 40,000+ users.
- Evaluate legacy interfaces (e.g., an outdated Ektron-based CMS) to identify usability gaps and modernization opportunities, authoring formal recommendations to diocesan authorities that led to the adoption of a new site theme and Elementor-based design system aligned with modern UI standards.
- Conduct user research and usability testing with staff and parishioners across 50+ parishes to inform information architecture decisions.
- Design wireframes, prototypes, and high-fidelity mockups in Figma, partnering directly with engineering to ship features on a 2-week release cycle.
- Drive organization-wide improvements in content governance, accessibility (WCAG), and security posture, reducing content publishing time by 50% and ticket response time by 80%.

Founder & Product Designer | CompStar, Reston, VA Dec 2024 – Present

- Founded and led end-to-end product strategy and UX/UI design for a multi-sided SaaS platform modernizing ballroom competition management, serving organizers and competitors in the areas of registration, heat management, and day-of communication.
- Conduct customer discovery interviews with 20+ stakeholders across six user personas, translating complex operational workflows into an investor-ready mobile application.
- Own the product roadmap and liaise between development and investor teams
- Design and iterate on the design system, prototypes, and user flows in Figma, validated through 4 rounds of usability testing.

User Experience Designer | Greater Washington Chinese Dance, Herndon, VA Feb 2023 – Feb 2025

- Owned end-to-end website UX: IA, page layouts, and content hierarchy so parents, students, and audiences can find schedules, programs, and registration without friction. Design and maintain the public site in a CMS (structure, visuals, mobile layout) and iterate based on how people actually navigate and ask for help.
- Translated studio/program needs into clear UI and copy; event pages, bios, and calls-to-action that support enrollment and visibility. Partnered with leadership on digital presence priorities; ship updates as a solo designer/operator.

Operations Analyst | Chenega Systems, Lorton, VA Jan 2020 – Feb 2023

- Partnered with cross-functional stakeholders across federal agencies to analyze business processes and translate operational requirements into actionable solutions for \$7M+ in government contracts.
- Improved program execution and reporting workflows, laying the analytical foundation for a later transition into UX strategy and product design.

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Linguistics — Tulane University, 2019

Google Professional UI/UX Design Certificate — Google / Coursera, 2023