

Pauline Moran

Product Designer

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EXPERIENCE

LegalZoom, Remote — Senior Product Designer

MARCH 2022 - PRESENT

LegalZoom is the largest digital player in business formations, responsible for 1 in 10 LLCs formed in the US. I am the sole product designer of LZ Tax, LegalZoom's small business tax service.

- Sole designer in company promoted in 2022
- Drove the discovery and executional design of business guidance tasks in the My LZ Dashboard, which resulted in an increase in post-purchase engagement (62% of traffic completing these tasks)
- Key driver of the 12-month LZ Tax product vision and strategy, which defined the Q3/Q4 '22 and Q1 '23 product roadmap
- 1 of 7 ICs in the entire product org who participated in an offsite to determine the 3-year product strategy with C-suite and executive leaders
- Led more customer interviews than anyone else at my team to become the go-to LZ Tax customer expert

LegalZoom, Remote — Product Designer

AUGUST 2020 - MARCH 2022

I was a core product designer through LegalZoom's IPO in 2021.

- Led the discovery and design of a new experience, which increased utilization rate from 9% to 45%
- Contributed to a 10% increase in attach rate by introducing LZ Tax upsell in the company's leading product purchase flow
- Improved the scalability of our design system by identifying gaps in the system and designing new components to address those gaps

HAUS, Los Angeles, CA — UX Designer

MARCH 2019 - AUGUST 2020

HAUS is a creative digital studio. My primary responsibility was working with Uber's web team to design global web products.

- Led the end-to-end design of Uber's personalized web experience
- Led the IA revamp for Uber's driver and delivery partner training resource
- Redesigned various pages in uber.com using Uber's design system
- Maintained and created design enhancements to Uber's Samba design system

Various, Los Angeles, CA — UX Designer

DECEMBER 2018 - MARCH 2019

I completed UX design projects for various products including a healthcare wearable app, a carpool service app, and an e-commerce gelateria platform.

SKILLS

Product strategy + vision
User research
Interaction design
Information architecture
Wireframing
Visual design
Prototyping
Responsive web
Mobile UI design
Design systems
Workshop facilitation
Responsive design

TOOLS

Figma
Sketch
InVision
Photoshop
Jira
Confluence
Amplitude
Google Analytics

EDUCATION

General Assembly

UX Design Immersive

Chapman University

M.A. Special Education

B.A. Communication

Studies, Minor in Dance

FUN FACTS

Avid weightlifter
Salsa and ballet dancer
Backpacker
Sommelier wannabe
Living room shadowboxer