

LAUREN PARR

UX Design Strategist & Service Designer

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📁 **Portfolio:** LeParrfolio.com

AT A GLANCE

60+

Projects successfully delivered

- Reimagine product solutions
- Multi-department operational processes for internal teams
- Omni-channel customer experiences
- Product enhancements based on roadmap or client needs
- UX Design Strategy Training
- Internal websites

Experience

SABRE

Contributor UX Design Strategist, April 2021-Present

Associate UX Design Strategist, August 2019-April 2021

UX Design Strategy Intern, May 2019-August 2019

- Curated & facilitated sessions for service teams to move from a free to fee model. Results included a new baseline of free services & a roadmap of **54 high value, paid service opportunities for 400+ global airline & distribution clients**
- Conducted stakeholder interviews across multiple departments & co-facilitated the **largest service design blueprint initiative at Sabre** with results that include a roadmap to time savings of up to **1/3 off of an 18 month software implementation**
- Co-facilitated remote, interactive Design Strategy workshops with internal product teams & clients including 3M, Silver Airways, JetBlue, Despegar, American Airlines, Virgin Australia, & Westjet
- Synthesized & presented data from research & workshops for quality visual reports with clear, actionable insights. These deliverables helped teams to **make decisions & secure funding**
- Led learning sessions & developed remote workshop assets, toolkits, pre-reads, data collectors, & report templates. This helped to scale Design Strategy and **enabled 61+ team members to create & run their own strategy sessions**
- Partnered with UX Researchers & Designers to **launch Sabre Digital Accessibility Program**. Setup the CMS for the website & program in Sharepoint & created content with personas for website

UX Research Intern, May 2018-August 2018

- Partnered with UX researcher to do user observations, usability testing, chalkmark studies, heuristic evaluations, & a remote study
- Generated discussion guides, screeners, & usability reports
- Created user personas, user stories, user task flow, wireframe & prototype for a new mobile app that my team & I designed for the Sabre intern competition

For additional information, please connect with me or visit LeParrfolio.com

Skills

DESIGN STRATEGY & SERVICE DESIGN

Remote workshop facilitation

Design Thinking

Service Design Blueprints

Presentation Reports

Project Roadmapping

Storyboarding

Marketing Graphic Design

USER RESEARCH

Interviewing

Card sorting

Heuristic Evaluations

Journey Mapping

Persona Development

Usability Testing

TECHNICAL

#2 Mural 'power user' at Sabre

Provided consulting on **Report Presentation Design** in Powerpoint to staff across 4 departments

Education

BA | PSYCHOLOGY

University of North Texas

2010

AA | GRAPHIC DESIGN

Collin College

2020