

# Laura Laidlaw

Senior Digital Designer

## Experience

**Gap Inc.** | San Francisco, CA

*Senior Digital Designer* | August 2022 — present

### Design Team Responsibilities

- Produce creative that positively impacts business initiatives through research, user flows, wire frames, mockups and prototypes
- Design and deliver wire frames, user journeys, and creative mockups optimized for a wide range of devices and interfaces that lead to intuitive user experiences
- Cross-leverage UX and visual design skills to create user interface that improves the customer experience, increased retention & engagement and resulted in increased profit
- Facilitating user testing that validate customer engagement
- Implemented design system language that is used by teams across the brand
- Improved information architecture and visual design of homepage and landing pages through implementation of accessible design system & components
- Lead designer on multiple top tier projects from ideation to delivery and resulted in measurable quantitative outcomes.
- Creating digital experiences such as websites, landing pages, email templates, and paid social assets
- Strong communication skills and ability to collaborate cross functional teams including designers, copywriters, developers, producers, marketers & leadership
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### Metrics & Recognition

- Recognition with Joyful Team Award for contribution to online Dap Gap Campaign design & success, sold out online in 2 hours, resulted in 80% total sales & 1.25B media impressions
- Created #1 performing holiday homepage asset with 26% of engagement
- Contributed to 25% increase of click through and conversion performance for weekly emails
- Achieved over \$62M in net demand with an increased asset count of 14% from previous year.
- Increase average daily homepage revenue by 60-70%
- Consistently creating weekly top 10 performing assets

*Associate Digital Designer* | February 2020 — August 2022

- Created top-performing emails month over month for 2022
- Designed #1 performing homepage layout design during the holiday 2020
- Recognition from leadership in regard to success of my site designs
- Content plan for seasonal experiences and complete style walk-through with marketing, stylists, and leadership
- Participate in Art direction for on figure photography and laydown photography

**The RealReal** | San Francisco, CA

*Junior Graphic Designer* | December 2019 — Feb 2020 | Contract

- Designed web, email and print assets for promotion campaigns for 2019 holiday season.

**Blink UX** | Seattle, WA

*UX & VC Design Intern* | January — August 2019

- Contributed to client and internal projects
- Synthesized user research insights into end-to-end user journey maps, served as the primary tool in the team's design process
- Designed Iconography and established style guide for Microsoft Mixer team
- Researched competitive analysis and conducted user interviews for Seattle Committee for Children

## Contact

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## Education

**University Of Washington**  
Bachelor of Design

## General Assembly

UX Design Course | 2019

## Skills

Visual Design  
UI Design  
UX Design  
Web Design  
Digital Design  
Art Direction  
Wireframing  
Digital Strategy  
Prototyping  
A/B Testing  
User Flow  
Journey Map  
Branding & Identity  
Presentation  
Adobe Creative Cloud  
Sketch  
Figma

## I Love...

a good book  
long walks with a podcast  
all things creative  
winning a game of pickleball

## Languages

English  
Spanish