

Laura Laidlaw | Senior UX Designer

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I am a designer with experience in Digital, Visual and UI/UX Design. I take pride in my work and am driven by collaboration, innovation, and creation. I am experienced in crafting digital experiences for large audiences, guided by customer data and insights, in collaboration with designers and cross functional partners. I have a proven ability to translate complex sets of requirements into elegant and scalable design solutions. I'm an advocate for user design, focused on inclusivity and accessibility for all.

✓ Digital Design	✓ Style Guides	✓ User Testing
✓ UI/UX Design	✓ Data & Research	✓ Accessibility
✓ Visual Design	✓ Prototyping	✓ Adobe CC & Figma

Creme Collective | Costa Mesa, CA

Freelance UX Designer | Jul 2023—Present

- Led the launch of mobile and desktop design for client, showcasing a deep understanding of user experience.
- Managed end-to-end project lifecycle from research, ideation, prototyping and dev handoff.
- Collaborated with developers using prototype to explain design intention & ensuring designs aligned to brand vision
- Conducted client reviews and feedback sessions, fostering collaboration with cross-functional teams to achieve seamless execution.

Gap Inc | San Francisco, CA.

Senior Digital Designer | Aug 2022—Present

Digital Designer | Feb 2020—Aug 2022

- Extensive experience in digital design, with a focus on visual design and UX design principles.
- Skilled in conducting user research and usability testing, gathering insights and feedback, and using those insights to inform design decisions and improve the overall user experience.
- Strong knowledge of information architecture, wireframing, and prototyping techniques to create interactive and intuitive digital experiences.
- Demonstrated ability to create visually compelling and engaging designs for websites, mobile applications, and other digital platforms while ensuring usability and accessibility.
- Proven track record of collaborating with cross-functional teams including designers, developers, and marketing teams to translate business goals and user needs into effective design solutions.
- Experience in creating and maintaining design style guides and pattern libraries to ensure consistency and scalability across various digital products.
- Executed A/B tests and user testing using data-driven insights to iteratively improve designs and optimize user experiences.
- Passionate about staying up to date with the latest design trends, emerging technologies, and industry best practices
- Led the implementation of improved visual navigation, achieving a significant +1.1% boost in conversion rates during testing and contributing to an estimated annual net demand lift of \$2.6M across various devices and visit types.
- Received the Joyful Team Award for outstanding contribution to the design and success of the online Gap Campaign, resulting in a sold-out status within just 2 hours and generating 80% of total sales and an impressive 1.25 billion media impressions.
- Designed the highest-performing holiday homepage experience, which garnered 26% increase in RPV from previous year.

The RealReal | San Francisco, CA.

Graphic Designer Contract | Nov 2019—Feb 2020

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

Blink UX | Seattle, WA.

UX & VC Design Intern | January —August 2019

- 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

University Of Washington | Bachelor of Design | Interaction Design**General Assembly** | UX Design Certificate