

Laura Lau

Product Designer, UX Strategist

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EXPERIENCE

Razorfish, Publicis Groupe • Senior UX Designer • 5/2022-Present

- Enhance user engagement through value-creation research and strategy
- Craft comprehensive customer journey maps and detailed user personas to illuminate pathways and preferences through information architecture
- Workshop dynamic sessions, fostering collaborative ideation with clients
- Lead discovery initiatives, scrutinizing existing and potential features
- Transform concepts and data insights into strategized content-driven experiences
- Take on a mentorship role, leading by example and championing the UX design process, fostering a culture of innovation and excellence
- Present UX strategy and articulate to a diverse business, tech, marketing audience and how it aligns with business and target user needs

The Sasha Group, Vaynermedia • UX/UI Designer • 04/2021-05/2022

- Molded ambiguous broad concepts into immersive digital brand experiences
- Presented UX audits with data synthesis and content analysis
- Mapped end-to-end flows and experiences that were intuitive and storytelling
- Defined, evolved and crafted design systems and governance standards
- Wire-framed UI that delivered on visual design utilizing UX best practices
- Prototyped to demonstrate how a particular flow or interaction would work.
- Collaborated with engineers for post-launch QA and iterative enhancements
- Strengthened partnerships with cross disciplines across organization

Laura Lau Design • Freelance Product Designer • 03/2020-04/2021

- Conceptualized and collaborated with Clients on product strategy
- Conducted user research, market analysis and data synthesis
- Illustrated design ideas using storyboards, process flows and sitemaps
- Communicated design choices through mid-fidelity wireframes
- Animated hi-fidelity prototypes that illustrated function
- Conducted usability testing, identified and troubleshooted UX problems
- Annotated and ensured a smooth hand off of designs to Developers

Milly • Design Director • 11/2011-06/2020

- Directed design department of 21; overseeing design process and calendar
- Implemented an efficient design work flow and grew collective output by 30%
- Collaborated with marketing to interpret creative vision into digital campaigns
- Orchestrated weekly Director meetings, driving strategic alignment across silos
- Project managed collaborations with Clients such as: Michelle Obama, Jennifer Lopez, ABT, Kohls, Banana Republic, Supergoop

Vivienne Tam • Senior Designer • 08/2005-10/2011

- Created cohesive design vision and direction for each monthly collection
- Conducted competitor and market research for best innovative trends
- Guided four design reports to design into the creative direction
- Communicate creative vision in collaborations with Clients such as: Hewlett Packard, Mandarin Oriental, Beats by Dr. Dre, Square, Cathay Pacific

SKILLS

Design

Experience Design
Product Strategy
Interaction Design
Visual Design

Research & Strategy

UX Audits
Usability Testing
Data Analysis & Synthesis
Competitor Analysis
Customer Journey Mapping
Content Strategy

Interaction

Information Architecture
User Flows
Sketching
Wireframing
Prototyping

Tools

Adobe Creative Suite
Figma
Hotjar
Miro
OptimalSort
Sketch
Webflow
Whimsical

EDUCATION

Yale SOM • 2023

Business Perspectives for
Creative Leaders

NNg • 2022

UX Certificate,
Interaction Design Specialty

DesignLab • 2020

UX Academy Certificate

Fashion Institute of Technology • 2005

A.A.S. Degree