LAURA MATTIS

lauramdesigner.com
Alameda, CA

A **design leader** who loves building teams, new products and better lives for all.

SKILLS

SERVANT LEADERSHIP

Communication ✦ Creative direction ✦ Motivation and inspiration ✦ Storytelling

Conflict resolution ✦ Cross-functional collaboration ✦ Managing ambiguity ✦ Stakeholder relationships

Design operations ✦ Prioritization

Hiring ✦ Mentoring and coaching ✦ People management ✦ Process improvement

Design thinking ✦ New product development ✦ Workshop facilitation

SYSTEMS- & DETAIL-ORIENTED CRAFT

Product design ✦ UX/UI design ✦ Design systems ✦ Mobile apps ✦ Prototyping ✦ Responsive web design ✦ Adobe Creative Cloud (Adobe CC) ✦ Figma ✦ Sketch ✦ Miro

Design strategy ✦ Service design ✦ UX writing

Qualitative research ✦ Usability testing ✦ User empathy ✦ User research

WORK HISTORY: 17 YEARS IN DESIGN. 6 YEARS IN MANAGEMENT.

Senior Manager, Product Design
Panorama Education, Sep 2022 - Mar 2023

As a design manager for multiple new products in an enterprise SaaS edtech platform, I dedicated myself to championing user-centered design, partnering cross-functionally and infusing innovation into agile product roadmaps. On the design leadership team, I initiate process improvements that elevate our customer experience.

Direct designers and forge strong cross-functional relationships
- Cut user research execution time by 50% by designing research tools for agile development.
- Unlock additional revenue with a digital transformation of student intervention tracking.
- Champion family, educator and administrator user needs to define the company's B2B2C product strategy.

Establish the design strategy and UX/UI for an innovative new product
- Develop 0-1 product strategy with product management, academic thought-leaders and data scientists.
- Refine prototype into a compelling, high-fidelity MVP in 2 weeks with real, complex student datasets.

Head of Design (Director of Product Design and User Research)
Grove Collaborative, Jul 2018 - Mar 2022

I established and scaled the product design and user research teams at this subscription ecommerce company. In just 4 years, my leadership led to a threefold expansion of the team. Our team's growth paralleled the company's exceptional expansion from Series B startup to a pre-IPO valuation of $1.5 billion.

Craft captivating mobile and web designs that win over customers
- Increase average order value by $1.09 for our largest customer segment, thanks to cart upgrades.
- Reduce customer support labor hours by 35% with my improvements to our subscription settings.
- B2C mobile app has a 4.9 / 5.0 Apple App Store rating with 25,000+ reviews.

Pioneer user-centered vision in the face of ambiguity
- Introduce UX research, transforming decision-making in 10+ departments like design and marketing.
- Boost customer satisfaction (CSAT) for both new and existing customers by personally driving the successful delivery of our vision for a streamlined subscription model.

Foster a highly-skilled, multidisciplinary design team
- Grow team headcount 3x by recruiting, hiring and retaining designers and researchers.
- Oversee the transition of our design system, working files and reviews from Sketch to Figma in 3 months.
- Institute design critique and design system processes to ensure product excellence and quality assurance.
- Coach team to excel in stakeholder management and business acumen.

Product Design Manager
EchoUser, Apr 2015 - Jun 2018

At this small B2B-focused consultancy, I built full-stack HCI projects for Fortune 500 companies. As a lead designer, I executed the analysis of user needs, UX design and prototyping, all while nurturing client relationships. I also mentored colleagues, eventually transitioning to a formal player-coach management role.

Digital products showcase
- **Consumer healthcare mobile app for parents of patients with ADHD.** Design the child behavior and medication tracking flow and data visualizations. Satisfied client returned with additional projects/budget.
- **Enterprise end-to-end redesign for a data storage company.** This high-profile redesign impacts every future code change and our client's $6.2 billion revenue. Project was extended to support engineering.
- **New multi-sided consumer service to improve senior well-being for a global company.** Successfully secured CTO approval for this innovative service concept after just a 7-week long design thinking effort.

Product Designer (Contract)
Google, Jan - Aug 2016

On the design team for Google's proprietary customer support software, I spearheaded design efforts impacting every user and agent within the Adwords and Play Store ecosystem.

- Receive unprecedented thank-you video in response to my redesign of a universally-disliked agent task.
- Lessen time spent on repetitive tasks, minimize errors and increase agent satisfaction with intuitive interaction design and modern visual design using Google's Material Design system.
- Refine product requirements and success metrics based on user insights and desired business outcomes.
- Translate user needs into pixel-perfect prototypes for usability testing and engineering reviews.

User Experience Designer (Intern)
McDonald's Corporation, Jun - Aug 2013

As a member of McDonald's small, but mighty, global innovation team, I develop design prototypes for families across the world. I also lead 20+ employees in an innovation design challenge centered on sustainability.

Freelance Designer
IIT Institute of Design, Oct 2012 - Aug 2013

I teamed up with IIT faculty to create workshop materials on urban design and internet of things for 100+ state and local innovators and policymakers. I also facilitated workshop sessions and designed the final report.

- Balance immovable deadlines and full-time graduate school by crafting a comprehensive project plan with clear milestones for design reviews, city-specific design modifications and printing deadlines.
- Fashion an unconventional final report and workshop toolkit – a striking, full-size poster.

Web Designer & Content Strategist
Callahan & Associates, Sep 2010 - Jul 2012

As an individual contributor at this fintech consulting firm, I developed a wide range of high-quality print publications, multimedia and web products known for their pixel-perfect execution.

- Lead the visual design of our quarterly fintech magazine covering trends and emerging tech in banking.
- Negotiate the diverse interests of technical writers and sales while also leading creative direction and project management for the CreditUnions.com CMS migration and redesign
- CreditUnions.com wins a Silver Medal in the 2013 National Azbee Awards.

Web Designer
The Forum for Youth Investment, Jan 2008 - Sep 2010

At this education non-profit, I was a 1-person powerhouse with full-stack design ownership.

- Manage the brand identity and design standards for 5 unique brands in our product portfolio.
- Orchestrate the visual design for print publications, Microsoft Office templates and design thinking workshop materials under looming fulfillment deadlines.
- Implement web experiences with HTML, CSS, PHP and jQuery for multiple responsive websites.

EDUCATION

Certificate in User Experience, UX Management
Nielsen Norman Group, 2022.

Master of Design in Service Design & Design Strategy
IIT Institute of Design, 2014

Bachelor of Arts in Graphic Design,
Bachelor of Arts in English Writing & Communications
University of Maryland, Baltimore County; 2006

EXTRACURRICULARS

ADPList100 Most Impactful Mentors of 2022.
ADPList, 2019-Present.
Mentored 300+ sessions across 18 countries.

Co-author "Project & Knowledge Management for Designers" presented and published for *Proceedings of the Colors of Care: The 9th International Conference on Design & Emotion, 2014.*

2013 Design Research Conference Co-Chair