Laurel Lawrence

User Research & Design
Front-End Development
Content Development Support

Contact

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Education

Bachelor of Fine Arts, Communication Design / Milwaukee Institute of Art & Design
User Experience Design Capstone / University of Wisconsin-Madison Graduate School

Introduction

- Senior UX Designer and Front-End Developer with over 18 years of hands-on experience in determining client and user needs with a deep knowledge of technologies used in large enterprise and government ecosystems. Her cross functional skillset of design and front-end development bridges the gap between design and engineering. She holds moderate risk public trust clearance through the United States Office of Personnel Management and Department of Veterans Affairs.

- Led design delivery for multiple large enterprise information ecosystems in the public sector including VA.gov, HealthCare.gov, and Wisconsin.gov, the State of Wisconsin's official website. Laurel has a demonstrated a record of using design to bring clarity to complex government problems by using user research, UI/UX design, and front-end development and applying human centered design methods to define, model, and design intuitive and functional interfaces that meet and exceed user expectations.

- Possesses strong visual design skills and is able to translate high-level requirements into high or low fidelity prototypes or other design artifacts using Sketch, Figma, or Adobe XD. She creates beautiful, intuitive and functional user interfaces while conforming to branding and an established design library. She has designed and maintained design systems, based on USWDS design principles intended to help teams in the government space align on common goals and design patterns.

Skills

- 18+ years of experience in the latest design tools such as Adobe CC, Figma, Sketch, and VS Code
- 13 + years of experience using HTML, CSS and JS
- Able to give and embrace constructive criticism while working in a team environment
- Ability to work well in an Agile Scrum project development process
- Confidence to own and drive the design process by defining requirements and prioritizing tasks
- Effective listener and communicator as well as compassionate towards others and ideas
- Productive and motivated especially under pressure and high stress with high profile projects
- Self motivated and driven to learn and overcome new tools and technologies
- Experience building and maintaining design systems
- Knowledge of front-end technologies, grid systems and integration with content management systems
- Strong technical skills with ability to collaborate with engineers, developers and stakeholders
- Strong visual design expertise with ability to produce journey maps, wireframes and prototypes
- Ability to perform heuristic evaluations, content audits, or competitive analysis of existing experience
- Coordinate user research and testing to understand behaviors, goals, motivations, and needs of users
- Understanding of interaction design and information architecture with regards to content strategy
- Assist in establishing and documenting content best practices, governance, and processes

Projects

User Interface Design & Branding
- Wisconsin.gov logo, branding and style guide design
- Wisconsin DNR Go Wild, UI and style guide design
- Capitol Centennial logo and website design
- HealthCare.gov design system management

Mobile App Design
- Connecticut Department of Motor Vehicles
- Wisconsin DOT 511 and CDL and Driver's License Practice Tests
- Department of Justice FBI Most Wanted Mobile App
- Wisconsin Capitol Virtual Reality Tour Mobile App

Print
- Wisconsin DNR fishing licenses, tags, conservation card, customer and agent receipts

Design, Front-End Development & Content Management Integration
- Wisconsin.gov redesign, front-end and integration with Sharepoint 2013 content management system
- Wisconsin State Parks Finder
- Wisconsin Department of Justice Online Record Check System
- Wisconsin One Stop Business Registration Portal
- Wisconsin Prescription Drug Monitoring System (ePDMP)
- Designed and maintain over 30+ custom state agency websites including VA, DOR, DOT, and DATCP
- Louisiana Department of Administration agency website
- Wisconsin Performance Metrics Website (Governor's Initiative)
- HealthCare.gov Drupal migration (over 1,500 pages migrated 2021-2023)
- PAN Foundation provider and patient enrollment and Salesforce integration
- PAN Foundation, Office of Personnel Management (OPM) and HealthCare.gov design library updates and contributions using Figma
- Virginia Department of Social Services (VDSS) Common Help creation of page layouts and design system utilization as part of VDSS RFP
- Chesapeake Conservancy redesign and Webflow CMS migration, content architecture map, content prioritization workshop, low and high fidelity wireframes, prototypes, Webflow development, and content migration training
- BESPIN.af.mil United States Air Force (USAF) redesign, Wordpress integration, content type migration and Airmen training support
- Food and Drug Administration (FDA) product complaint system redesign replacing The Safety Reporting Portal (SRP) streamlining the process of reporting product safety issues

Research Initiatives & Consumer Testing
- Find a Veteran's Affairs (VA) location usability sessions and research synthesis
- Global search suitability analysis, competitive benchmarking and task flow analysis
- Virginia Department of Social Services (VDSS) Common Help state benefits application service blueprint. Identified current insights and opportunities of current application for users to apply for benefits
- Office of Personnel Management (OPM) high volume hiring and candidate inventory user research facilitation and synthesis

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Honors & Awards

- Wisconsin.gov - SharePoint Site of the Month, Silver Communicator Award, Summit Media Award
- Horizon Interactive Award for Wisconsin Prescription Drug Monitoring Program
- Next Level emotional intelligence leadership training, emphasizing leadership, transformation, and emotional intelligence that support a healthy workplace culture
- School of management training to handle the nuts and bolts of upper management such as delegation, goal-setting, performance management while also embodying and modeling organizational culture

Experience

Skylight: Lead Staff Product Designer, 2024-Current
- Led end-to-end product design for digital services improving access and efficiency within the United States Air Force (USAF) and Food and Drug Administration (FDA)
- Collaborated cross-functionally with product managers, engineers, and stakeholders to define and execute strategic product decisions aligned with mission goals
- Planned, conducted, and synthesized generative and evaluative user research to inform product strategy and design direction
- Created and evolved simple, elegant, and inclusive interfaces grounded in human-centered design
- Produced mockups, prototypes, and design artifacts to communicate product vision
- Advocated for user-centered design principles and promoted empathy for both public users and government staff through storytelling and workshops.

Ad Hoc: Lead Designer, 2020–2024
- Lead all aspects of user experience design best practices, including wireframing, visual design, and incorporation of USWDS and other design system elements
- Collaborate with government stakeholders, product managers, engineers, and other designers to establish design requirements that support user needs
- Produce design artifacts such as sketches, wireframes, and low/high fidelity prototypes
- Ability to build and design new components and documentation to contribute to an existing design system
- Present rationale for design decisions and rely on analytics and data (including qualitative data) to shape decisions and track the effectiveness of change
- Plan and execute research activities such as ideation sessions, user interviews, heuristic evaluations, competitive analysis, task flows, service mapping and user testing
- Translate research findings into compelling prototype designs and lead and report on usability testing
- Ability to communicate project complications such as timelines and risks to leadership

Ninebark Creative Consulting: UI/UX Consultant & Front-End Developer, 2017-2020
- Consultant for multiple clients building enterprise solutions using services based on leading edge GIS mapping technology to protect private property, track assets and manage inventory

Wisconsin Interactive Network: UI/UX Designer & Front-End Developer, 2013-2017
- Senior designer responsible for the refreshed branding and design of the Wisconsin.gov website, numerous state agency websites and web applications
- Full stack of responsibilities including generating initial concepts, custom design, presentations, front-end development, Sharepoint development, testing, training end-users, and user experience testing
- Meet directly with stakeholders appointed by the state to discuss potential and proposed enhancements to existing products
- Work with the project team to determine interaction design and task flows to inform wireframes, low/high fidelity mockups and prototypes
- Stay up to date with current trends and techniques to ensure that applications are standards compliant (W3C) and universally accessible for users with disabilities (Section 508, WCAG) and validate cross browser compatibility
- Train end-users basics of HTML/CSS and Sharepoint to generate pages and content. Manage governance that give users the ability to approve/deny content generated

Dominion Enterprises: Web Designer, 2011-2013
- Senior designer responsible for the design, front-end development and content management system integration of 1,000's of powersport dealership and marine websites

50 Below Sales & Marketing: Web Designer, 2010-2011
- Designed custom websites, banners, and advertisements for clients in the powersports, tire, pool, and medical industries for a large web design company on a contractual basis

Showcase Designs: Graphic Designer, 2008-2010
- Graphic designer for a small business with responsibility for communicating with customers in the conceptualization, design and creation of custom graphics for awards, T-shirts, and other items

Schauer Arts Theatre: Graphic Design Intern, Summer 2009
- Sole graphic designer in the marketing department with responsibility for managing the design and creation of posters, brochures, and website updates