

# Laurel Lawrence

**Product Designer / Front-End Development / Civic & Government Technology**

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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

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## Introduction

Product Designer with **18 years of experience specializing in UX for civic technology**, including roles at Ad Hoc and the State of Wisconsin. She leads cross functional teams, translating complex public sector requirements into accessible, research driven, user centered products. Her background in both design and front-end development bridges the gap between design and engineering to deliver scalable and technically feasible solutions. She has led design efforts across major federal and state digital ecosystems including the United States Air Force, VA.gov, HealthCare.gov, and Wisconsin.gov, with deep experience in human centered design, usability research, and design system development based on U.S. Web Design System principles. She currently holds moderate risk public trust clearance through the United States Office of Personnel Management.

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## Skills

### User Experience & Design

- 18+ years designing user centered interfaces based on qualitative and quantitative research, balancing human needs with measurable business outcomes.
- Create wireframes, prototypes, and workflows for complex systems using Adobe Creative Cloud, Sketch and Figma.
- Develop and maintain design systems, including U.S. Web Design System (USWDS), ensuring consistency, accessibility, and cross team alignment.
- Ensure digital accessibility compliance (WCAG 2.2, Section 508, W3C) through testing with Axe and WAVE.
- Lead end-to-end content strategy, including information architecture, governance, and documentation.

### Front-End Development & Technical Collaboration

- 12+ years in HTML, CSS, and JavaScript, integrating designs into content management systems such as SharePoint, Drupal, Wordpress and Webflow.
- Design mobile-first, responsive interfaces using grid systems and component libraries to ensure seamless handoffs to engineering.
- Collaborate with stakeholders, product managers and engineers to translate user needs into solutions.

### Research & Data Analysis

- Conduct generative and evaluative research, including interviews and usability studies, to identify user pain points and inform product roadmaps, service blueprints and validate design decisions.
- Use AI tools (Dovetail, ChatGPT) to synthesize user interviews, reducing the average synthesis time by 60% while surfacing key insights.
- Evaluate product usability via heuristic analysis, journey mapping, and competitive research.
- Leverage quantitative analytics and user feedback through Google Analytics and Qualtrics to measure product impact and drive iterative improvements.

### Project Leadership & Collaboration

- Lead and mentor design teams on federal, state, and enterprise projects, defining requirements, prioritizing tasks, and aligning user needs with business objectives.
- Define and implement design and accessibility standards (WCAG, Section 508, USWDS), facilitating cross-team adoption and ensuring consistent, scalable solutions.
- Lead workshops, present design rationale, and collaborate cross-functionally in Agile/Scrum environments to deliver user-centered digital experiences.
- Continuously explore and master new tools and methodologies to drive innovative and high impact experiences.

# Experience

## **Skylight: Staff Product Designer, 2024–Current**

- Led end-to-end product design for mission-critical digital services supporting the United States Air Force and the Food and Drug Administration, improving the user experience of government services used by millions of users.
- Modernized the FDA Consumer Complaint System by consolidating three legacy systems, removing email, fax, and mail submissions, reduced submission time from 30 to 10 minutes and cut drop-off rate from 60% to under 10%.
- Drove design leadership across product teams by facilitating workshops, communicating design rationale to stakeholders, and championing human-centered design.
- Conducted comprehensive generative and evaluative research with a diverse stakeholders including the general public, government employees, and board members to validate design decisions and mitigate product risks. This approach ensured that developed solutions (such as AI tools, digital services, or policy initiatives) were user-centered, compliant, and operationally sound.
- Designed accessible, mobile-first, and scalable U.S. Web Design System (USWDS) compliant interfaces, focusing on intentional information architecture and user-centered interaction flows.

## **Ad Hoc: Lead Designer, 2020–2024**

- Led product design across federal digital services including VA.gov, HealthCare.gov, Medicare.gov, USA JOBS, Chesapeake Conservancy, and Virginia Social Services, modernizing legacy government platforms and significantly improving the usability of public services.
- Led user research with veterans to understand how they access benefits and services, translating qualitative insights into design recommendations that improved accessibility and usability across VA digital platforms.
- Redesigned HealthCare.gov login and multi-factor authentication workflow, unifying six previously inconsistent headers, reducing failed logins, and cutting average login time to under 20 seconds.
- Migrated 1,500+ HealthCare.gov pages to Drupal, streamlining the content editing experience and reducing the publishing time from days to near-instant.
- Designed scalable interaction flows, wireframes, and high-fidelity prototypes while maintaining Centers for Medicare and Medicaid Services (CMS) design system components in Figma and Sketch.
- Contributed to business development by participating in bid capturing, RFP writing, design challenges, and presentations to secure new federal contracts.

## **Ninebark Creative Consulting: Freelance Product Design Consultant, 2017–2020**

- Consulted on enterprise solutions using services based on leading edge GIS mapping technology to protect private property, track assets and manage inventory.
- Aligned stakeholders, product managers, engineers, and policy teams by facilitating workshops, translating complex requirements, and guiding teams toward shared product decisions.
- Produced high-fidelity prototypes and detailed design documentation, facilitating a seamless design/engineering handoff and ensuring pixel-perfect front-end implementation.
- Created corporate design system libraries from the ground up to maintain consistency across complex systems.
- Mentored junior designers and collaborated with cross-functional teams to ensure projects met public safety and operational goals.

## **Wisconsin Interactive Network: UI/UX Designer & Front-End Developer, 2013–2017**

- Led redesign and branding of Wisconsin.gov, multiple state agency websites, and web applications modernizing digital experiences and improving usability for millions of users in the State of Wisconsin.
- Oversaw the full product design lifecycle including concept development, visual design, front-end development, SharePoint content management system integration, and user experience validation.
- Partnered with State of Wisconsin stakeholders, including the Governor's Office, to define product requirements, prioritize enhancements, and align design solutions with agency goals and user needs.
- Designed interaction flows, wireframes, and high and low fidelity prototypes, incorporating accessibility best practices and validating WCAG and Section 508 compliance using Axe and WAVE.
- Trained end users, established content governance and content management system workflows to ensure consistent implementation of design standards and front-end best practices.

## **Additional Web & Graphic Design Experience, 2008–2013**

- Over five years of professional experience designing and developing websites, graphics, and marketing materials for a diverse set of clients including Harley Davidson, Polaris, Arctic Cat, marine dealerships, medical services, and performing arts organizations. Designed and implemented front-end development and content management solutions for thousands of client websites, ensuring responsive, user-centered digital experiences.