Laura Grose
Lead UX Designer - Creative Manager

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Portfolio: lauragrose.com

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Experience Summary

- Over 17 years experience as a UX Designer with a passion to mentor and drive creative teams
- Diverse skill set with a background in UX and Visual design and development, content strategy, and people management
- Create wire frames, user flows, interactive prototypes, and content strategy docs
- Extensive usability research experience
- Lead on 5 large corporate site redesigns for both Disney.com and T-Mobile.com
- Excellent at multi-tasking and meeting tight deadlines

Professional Experience

Lead UX Designer | GoDaddy.com - Remote

2014–Present

- Lead UX Designer on many of GoDaddy's front of site UX creative needs from homepage to cart
- Full stack Designer from competitive research, through customer journeys, user flows, wireframes, A/B testing, and rapid, interactive prototypes
- Create site maps, user journeys, prototypes, and wireframes in Figma
- Lead FigJams to spark ideas and help figure out user journeys for site initiatives
- Lead on UI design for product flows and enhancements
- Extensive user study experience using UsabilityHub, usertesting.com and Optimal Workshop
- Conduct usability testing on prototypes or wireframes to assess the quality of user experience
- Draw on results from user research and workflow analysis to help solidify the customer experiences
- Keep up on industry trends and conduct competitor research
- Conduct UX presentations to internal stakeholders
- Working closely with a variety of stakeholders to translate requirements to include PMs, Visual Designers, Copywriters, and development throughout the design process
- Work in an agile sprint environment
- Contribute to the design library in Figma
- Propose new projects and/or functionality that aligns with product vision and company goals
- QA projects as needed to provide feedback on designs and ensure a quality experience
- Coach and mentor other design team members as needed

Lead UX Designer | T-Mobile.com - Bellevue, WA

2007–2014

- First Website Designer brought in-house to build and lead the creative team
- Very hands-on, creating user flows, wireframes, and visual designs
- Expert in Figma, Sketch, Invision, and Adobe Suite
- Worked on web site enhancements, promotions, new product launches, large scale projects, and lead on 3 website redesigns
- Worked in a responsive design environment, designing for desktop, tablet, and mobile
- Created design and copy-writing creative briefs
- Provided design direction, coached, and mentored a team of Web Designers and Copywriters
- Created and managed the web site's style guide while setting styles for T-Mobile.com
- Ensured all creative elements were cohesive across the web ecosystem and met brand guidelines
- Provided Art Direction to internal team and agencies
- Set styles and defined processes when working with both the internal team and agency partners
- Created specs and templates for all designers in house and agencies

Senior Interactive Web Designer | NeimanMarcus.com - Irving, TX

2002–2007

- Created some of Neiman Marcus' vendor shopping sites and web related marketing materials
- Vendor sites included JuicyCouture.com, Zegna.com, ElieTahari.com, David Yurman.com, Ferragamo.com, and InCircle.com
- Created content strategies, user flows and wireframes for the vendor shopping sites
- Designed and developed 100+ page web site in HTML, CSS, and JavaScript for InCircle.com. Completely redesigned web site each year, for three years in a row
- Created templates and design standards to be followed by other designers
- Worked with Marketing Director to create marketing related materials in both in HTML and Flash
- Manipulated and re---touched photography
- Proactively monitored industry trends and developed innovative creative solutions to raise graphic standards and improve processes within department

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Creative Manager | Lead UX Designer

Professional Experience (con't)

Creative Manager & Lead Web Designer | Walt Disney Internet Group - Hollywood, CA   *1998–2002*
ABC.com

- Created concepts, specs, and complete graphic designs on many of ABC.com's primetime and daytime web sites to include Spin City, The Geena Davis Show, Oscar.com, Once & Again, The Beast, Gideon's Crossing, Making The Band, and others
- Designed concepts for site designs that were presented to Executive Management and Producers
- Designed templates to be used on primetime show sites and by other designers
- Managed the creative process and schedules for pilot show web sites, which included coordinating with Producers, Integrators, Art Director, and other designers
- Managed designer who helped to maintain each primetime show web site
- Designed Flash and gif. animated banner ads, stand alone Flash movies, icons, email newsletters and original static graphics
- Created storyboards used to present Flash animations

Disney.com
- Managed a team of designers that created the assets for Disney Online's top level pages
- Also managed the work stream for 13 Production Artists that created all promotional areas on the site. Ensured that all assets were delivered on time, met tight brand and spec standards, and that all creative elements were cohesive
- Executed the Disney.com home page and top level pages re design initiative each year, for three years in a row. Both in Flash and static HTML
- Created templates for each Flash and static promotional asset to be used by other designers
- Provided artistic concepts and set styles for various projects for the Creative Director
- Solved technical problems and devised solutions and leadership in training various team members in Flash, HTML and other creative programming
- Developed an Artist Development Consortium to help arrange training seminars, workshops and field trips for all designers throughout Disney Online
- Created original illustrations, Flash and static banners ads and icons, stand alone Flash animations as well as complete web pages designed in both Flash and static images for non Flash users

Skills

MAC and PC proficientFigma, FigmaJam, Sketch, Invision, Optimal Worshop, ClickTale, UsabilityHub, UserTesting.com, MS Office 365, JIRA, Trello, Slack, Zoom, Adobe Suite, MS Office, HTML, CSS

Education

UCLA Extension | Web Design
Santa Rosa College | Major, Applied Graphics – Minor, Marketing
Multiple Manager Training Courses | T-Mobile

Awards Recognition

- Received 12 letters of recognition and appreciation from team members and internal partners for various project and over all job performance
- Nominated by Manager for T Mobile's most prestigious PEAK Achievement Award
- Received two Certificates Of Excellence for outstanding performance and contribution, an award voted on by peers and team members
- Received T Mobile Strength Award