Laura Lau

Experience Design Lead │ Experience Strategy

lauralau@gmail.com
New York │ Remote
www.lauralau.design
Portfolio password: hi

EXPERIENCE

Publicis Groupe, Razorfish
Associate Experience Design Director • 4/2024-Present
Senior UX Designer, UX Strategist • 5/2022- 4/2024

Lead experience strategy and design across enterprise and commerce platforms, shaping digital initiatives from vision through phased execution.

• **Define product experience direction** for complex, multi-release initiatives, aligning business goals and user insight into clear experience models.
• **Concept long-term experience vision and design system-level wireframes,** translating vision into phased, MVP-ready releases.
• **Design scalable experience architectures,** structuring content, hierarchy, and interaction patterns across digital and operational touchpoints.
• **Establish enterprise marketing funnel frameworks** that clarify user progression and inform performance metrics.
• **Design lifecycle experiences that support growth** across acquisition, onboarding, engagement, and retention.
• **Influence executive decision-making through experience strategy,** framing tradeoffs and future-state implications.
• **Lead cross-disciplinary teams across high-visibility initiatives,** guiding direction and developing junior designers.

Vaynermedia, The Sasha Group
UX/UI Designer • 4/2021- 5/2022

End-to-end UX/UI across SMB clients, including marketing landing pages, ecommerce, content-driven sites, internal tools, and regulated product sites.

• **Delivered full-cycle product experience design** from discovery through visual exploration, balancing user needs, brand storytelling, and technical feasibility.
• **Identified acquisition and conversion opportunities** through heuristic audits, behavioral data analysis, and competitive benchmarking.
• **Designed high-performing experience flows,** optimizing for clarity, conversion, and measurable business outcomes.
• **Partnered closely with engineering** during handoff and delivery to ensure design intent carried through to build.
• **Created reusable design systems and component libraries** to support speed and consistency across concurrent client engagements.

Milly
Design Director • 11/2011- 6/2020

Creative and product leadership for a global fashion and lifestyle brand overseeing cross-functional alignment and market launch across retail and commerce channels.

• **Led and scaled a 21-person design organization,** overseeing creative direction, workflow optimization, and multi-line product delivery.
• **Oversaw end-to-end product lifecycle,** guiding concept development through seasonal launch and multi-channel distribution.
• **Increased collective output by 30%** by implementing structured design processes that improved efficiency while maintaining brand coherence.
• **Drove cross-functional collaboration** with marketing and business teams to align product direction with commercial strategy.

SKILLS

Experience Design
UX Strategy, Product Design, UX/UI Design, Information Architecture, Interaction Design, CX Journey Mapping, User Flows, Design Systems, SaaS & Service-Oriented Platforms, Omnichannel Experiences, Responsive Web, Web & Mobile Applications, Accessibility, B2B & B2C Platforms

Strategy
Experience Strategy, Content Strategy, Digital Marketing, AI-Enabled Experience Strategy

Research & Analysis
UX Audits, Usability Testing, Qualitative & Quantitative Research, Data Synthesis, Competitive Analysis

Tools & Technologies
Figma, Rapid Prototyping, Generative AI, Lo/No Code, Vibecoding

CERTIFICATES

Columbia University • 2025
Digital Marketing

University of Cambridge • 2025
Data-Driven Design for CX

University of Cambridge • 2024
HCI for AI Systems Design

Stanford GSB • 2024
Digital Transformation & AI

Yale SOM • 2023
Business for Creative Leaders

NN/g • 2022
Interaction Design Specialty

DesignLab • 2020
UX Academy

Fashion Institute of Technology •
2005 A.A.S. Fine Arts Degree