

Laura Lau

Experience Design Lead, UX Strategy

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Portfolio password: hi

EXPERIENCE

Publicis Groupe, Razorfish

Associate Experience Design Director • 5/2022-Present

UX strategy and design leadership across **commerce, SaaS, and enterprise platforms**, using a **data-informed, AI-enabled approach** to bring clarity and drive execution.

- **Define and align experience strategy across complex initiatives**, guiding prioritization and reducing misalignment through synthesis of stakeholder, user, and business inputs.
- **Deliver large-scale platform transformations**, leading a **700+ page redesign across 10 sprints** to improve personalization and user entry, **increasing relevance and engagement**.
- **Drive content and navigation strategy across platforms**, aligning SEO, user intent, and mental models to improve clarity, findability, and **content discovery**.
- **Shape end-to-end customer journeys**, linking marketing, content, and product experiences to strengthen **user progression** and drive conversion.
- **Apply data-informed and AI-enabled personalization**, shaping contextual entry points that increase relevance across user touchpoints.
- **Accelerate delivery through hands-on leadership**, contributing to flows, AI-assisted prototyping and design system definitions in Figma.
- **Coordinate cross-functional teams across product, marketing, and engineering**, ensuring shared priorities and seamless execution.
- **Lead and elevate design teams**, strengthening UX strategy, interaction design, and overall team capability.

Vaynermedia, The Sasha Group

UX/UI Designer • 4/2021- 5/2022

End-to-end UX/UI across **automotive, beauty, commerce, healthcare, and marketing platforms**, delivering at scale across digital products.

- **Delivered full-cycle UX/UI across 25+ clients**, leading full-site builds and multi-template systems under tight timelines.
- **Enhanced clarity and performance through data-informed design**, identifying usability and conversion gaps.
- **Increased speed to market through scalable design systems**, creating reusable templates and componentized UI patterns.
- **Delivered polished, brand-aligned wireframes and prototypes**, balancing storytelling, visual craft, and conversion performance.
- **Ensured smooth execution through collaboration with clients and developers**, aligning business goals with build-ready design solutions

Milly

Design Director • 11/2011- 6/2020

Creative and operational leadership across **brand, digital, and product design** for a global fashion and lifestyle brand.

- **Scaled design operations to increase output and efficiency**, leading a 20+ person cross-functional team.
- **Drove business growth through design execution**, increasing collection output by ~30% through improved workflows.
- **Ensured design integrity from concept through delivery**, aligning design, marketing, and production.

SKILLS

Applied Experience Strategy

Data-Driven CX · Customer Journey Design · AI-Enabled Experience Strategy · Personalization

Systems & Architecture

Information Architecture · Design Systems · Service Design · Omnichannel Experiences

Product & Execution

Product Design · UX/UI · Interaction Design

Platforms & Environments

Responsive Web · Web & Mobile Applications · SaaS & Service-Oriented Platforms · B2B & B2C Experiences

Research & Insights

UX Research · Usability Testing · Behavioral Insights · Competitive Analysis

Tools & Technology

Figma · Generative AI · Lo/No Code · AI-Assisted Prototyping

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 •
Fine Arts Degree