Laura Laidlaw | Senior Product Designer
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I'm a product designer focused on creating thoughtful, high-impact digital experiences that balance user needs with business outcomes. I specialize in experience optimization for large, consumer-facing products. I work closely with cross-functional partners to translate complex requirements and data insights into clear, scalable solutions. I'm driven by collaboration, experimentation, and craft, and I'm a strong advocate for inclusive, accessible design for all.

✔ Product Design	✔ Product Strategy	✔ Figma
✔ UX Design	✔ User Testing	✔ Adobe Creative Cloud
✔ UI & Visual Design	✔ High Fidelity Prototyping	✔ Vibe Coding

Purple | Remote
Product Designer | May 2024—January 2026

- Designed and shipped consumer-facing experiences that drove engagement, and increased conversion by 6% and add-to-cart rate by 9%.
- Led growth-focused design initiatives aimed at reducing friction in the purchase funnel, translating user needs and business goals into clear, high-impact improvements.
- Identified drop-off points and opportunities to improve engagement across discovery, evaluation, and conversion moments.
- Worked in rapid design sprints balancing speed with craft to ship improvements under tight timelines.
- Used A/B testing results and data to inform design decisions, while applying product intuition when data was inconclusive.
- Advocated for clarity and simplicity in high-consideration flows, ensuring users could easily grasp value.
- Owned end-to-end design for core e-commerce features ensuring cohesive, user-centered experiences across touchpoints.
- Delivered lo-fi to hi-fi designs, interactive prototypes, and detailed dev handoff documentation, partnering closely with engineers through QA and launch.
- Contributed to, audited and evolved design systems by defining reusable components and interaction patterns
- Partnered closely with product managers, engineers, researchers, and leadership to identify opportunities, define success metrics, and align on strategy.
- Drove cross-functional alignment through clear narratives, prototypes, and design critiques, helping leadership and partners make confident, user-centered decisions.

Creme Collective | Costa Mesa, CA
Freelance Visual Designer | Jul 2023—June 2024

- Led the launch of mobile and desktop design for client, showcasing a deep understanding of user experience.
- Managed end-to-end project lifecycle from research, ideation, prototyping and dev handoff.
- Collaborated with developers using prototype to explain design intention & ensuring designs aligned to brand vision
- Conducted client reviews and feedback sessions, fostering collaboration with cross-functional teams to achieve seamless execution.

Gap Inc | San Francisco, CA.
Senior Digital Designer | Aug 2022—April 2024
Digital Designer | Feb 2020—Aug 2022

- Strong knowledge of information architecture, wireframing, and prototyping techniques to create interactive and intuitive digital experiences.
- Created visually compelling and engaging features while ensuring usability and accessibility.
- Collaborated with cross-functional teams including designers, developers, and marketing teams to translate business goals and user needs into effective design solutions.
- Experience in creating and maintaining design style guides and pattern libraries to ensure consistency and scalability across various digital touch points.
- Executed A/B tests and user testing using data-driven insights to iteratively improve designs and optimize user experiences.
- Led the implementation of improved visual navigation, achieving a significant +2% boost in conversion rates during testing and contributing to an estimated annual net demand lift of $2.6M across various devices and visit types.
- Received the Joyful Team Award for outstanding contribution to the design and success of the online Dap Gap Campaign, resulting in a sold-out status within just 2 hours and generating 80% of total sales and an impressive 1.25 billion media impressions.
- Designed the highest-performing holiday homepage experience, which garnered 26% increase in RPV from previous year.

The RealReal | San Francisco, CA.
Graphic Designer Contract | Nov 2019—Feb 2020

- Designed web, email and print assets for promotion campaigns for 2019 holiday season.

Blink UX | Seattle, WA.
UX & VC Design Intern | January —August 2019

- Synthesized user research insights into end-to-end user journey maps, served
  as the primary tool in the team's design process
- Designed Iconography and established style guide for Microsoft Mixer team
- Researched competitive analysis and conducted user interviews for Seattle Committee for Children

University Of Washington | Bachelor of Design | Interaction Design

General Assembly | UX Design Certificate

Memorisely | Design System Certificate