

Laurel Forbes

Product & UI/UX Designer

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About Me

Hello, my name is Laurel and I am a product and UI/UX designer living in Ontario, Canada. I have over 20 years experience creating end to end digital solutions. I enjoy process of getting to know the unique prospective of users and solving problems by creating functional, valuable, and memorable experiences.

Platforms & Tools

Figma

Loop 11 User Testing

Optimal Workshop - Treejack

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Microsoft SharePoint

Experience

2022 > Present

Senior Lead UI/UX Designer, Kyndryl (remote)

- Lead and mentor other designers in UI practices and usability fundamentals.
- Participated as a member of the Kyndryl Accessibility Task Force helping to steer the overall implementation, delivery and accountability of digital accessibility throughout the organization.
- Consulted with the Brand team in the preliminary stages of colour selections for data visualization strategies.
- Design and strategically deploy communication SharePoint sites, guides, and enablement deliverables, easing onboarding experiences for end users.
- Conduct user tests including card sorting activities, A/B tests, and user interviews to drive data-driven design decisions.
- Conduct various types of user research including interviews, co-collaboration workshops, surveys, card sorting, tree testing, A/B tests, etc.

2020 > 2022

Product & UI/UX Designer, Designware.io (remote)

- Designed user-centric interfaces for a web and mobile builder application.
- Created and maintained reusable components in the design system.
- Designed and create various marketing assets including Instagram posts and stories, responsive web designs, email campaigns, and highlight videos.
- Initiated design processes and design systems for enhanced work flows, continuity and consistent implementation.
- Collaborated with other team members to document and define the Designware brand and brand strategies for creative and development utilization.
- Actively participated and supported user research activities including user interviews, and A/B tests.
- Lead implementation of WCAG digital accessibility standards.
- Mentored and supported junior designers and co-ops.

2015 > 2020

Web Design Specialist

University of Waterloo, WUSA (Waterloo Undergraduate Student Association)

- Created intuitive and responsive website designs through the process of user testing in various formats, wireframing, and prototypes.
- Produced a custom branded Drupal 7 theme, an extension of the Universities content management system (CMS).
- Lead the initiative for digital accessibility compliance for all web and online projects within my designated area while advocating for compliance in other areas within WUSA.
- Coached part-time students to effectively execute requested content updates on the website ensuring a high quality of standards is met and proper procedures were followed.
- Mediated correspondences between the marketing creatives and the technical developers in the IT department in both verbal and written forums. Present initiatives to the Executive Team backed by research and data-driven analytics.

Experience (Continued)

2007 > 2015

Sr. Interactive Developer, BlackBerry

- Developed and implemented HTML/CSS modules for multi-language use on various browser platforms and displays.
- Implemented solutions for bug fixes on existing Web Training materials.
- Developed learning modules based on the Instructional Designers storyboards and requirements with accuracy.
- Design, develop and publish web pages for the BlackBerry.com/support pages.
- Consistently met deadlines and requirements for all assigned projects.
- Managed creative projects from concept to completion while considering brand guidelines and styles.
- Trained junior members of the Multimedia Training team on company brand guidelines and troubleshooting Web Based Training materials.

Education

Multimedia Design, Durham College
Oshawa, Ontario
3 Year Advanced Diploma

Recent Certifications [View All Certifications](#)

- 2025 **Journey Mapping**
Interaction Design Foundation | [Certificate](#)
- 2025 **Affordances: Designing Intuitive User Interfaces**
Interaction Design Foundation | [Certificate](#)
- 2025 **UX Design for Augmented Reality**
Interaction Design Foundation | [Certificate](#)
- 2025 **Interaction Design for Usability**
Interaction Design Foundation | [Certificate](#)
- 2024 **Agile Methods for UX Design**
Interaction Design Foundation | [Certificate](#)
- 2024 **Accessibility: How to Design for All**
Interaction Design Foundation | [Certificate](#)
- 2024 **Mobile UI Design**
Interaction Design Foundation | [Certificate](#)
- 2024 **Design Thinking: The Ultimate Guide**
Interaction Design Foundation | [Certificate](#)
- 2024 **Perception and Memory in HCI and UX**
Interaction Design Foundation | [Certificate](#)
- 2023 **Foundations of Humane Technology**
Participate | [Certificate](#)
- 2021 **Human-Computer Interaction (HCI)**
Interaction Design Foundation | [Certificate](#)

Skills

- Product Design
- UI/UX Design
- Design Systems
- User Testing & Research
- Wireframing & Prototyping
- HTML/CSS
- Online Accessibility (WCAG 2.1)
- Google Analytics
- Video Editing

Training & Development

- **Introduction to Project Management**
University of Waterloo (PD)
- **Working with Atomic Design & Pattern Lab**
Aquent Gymnasium Badge
- **Principles of Inclusivity**
University of Waterloo (PD)
- **Principles of Leadership**
University of Waterloo (PD)
- **Integrity Matters**
University of Waterloo (PD)

References

Available upon request.