

Laurel Forbes

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Professional Summary

Senior Lead UX Designer with 10+ years of experience leading design for complex enterprise platforms. I specialize in simplifying technical challenges, shaping product direction, and helping cross-functional teams make confident decisions in ambiguous environments. Combining UX expertise, systems thinking, and a technical background, I create scalable solutions that improve both user experiences and business outcomes.

Experience

Kyndryl

Senior Lead UX Design | 09, 2022 – Present

- Lead UX strategy for Kyndryl's Bridge platform initiatives, simplifying complex operational workflows and data-intensive experiences for delivery teams.
- Establish design direction across Network & Edge, vulnerability management, device onboarding, account health, and service operations initiatives.
- Led alignment discussions with Product, Engineering, Architects, and SMEs to define requirements, resolve workflow gaps, and influence product direction.
- Translate complex technical concepts and operational data into scalable user experiences, design frameworks, and reusable patterns.
- Facilitate UX discovery workshops and alignment sessions that create clarity, build stakeholder consensus, and accelerate decision-making.
- Apply research, tree testing, usability testing, benchmarking, and stakeholder feedback to validate solutions and inform product decisions.
- Advance accessibility, design consistency, and UX maturity through standards development, mentorship, and cross-functional collaboration.
- Incorporate AI-assisted design workflows and prompt-driven approaches to improve design efficiency and exploration.

Designware

Product & UX Design | 09, 2020 – 09, 2022

- Established the foundational design system and reusable component architecture that enabled scalable, consistent experiences across web and mobile products while improving collaboration between Design and Engineering.
- Led end-to-end research and validation activities, using usability testing and experimentation to identify opportunities, reduce risk, and influence product decisions throughout the development lifecycle.
- Partnered with technical and business stakeholders to define product requirements, user workflows, and brand experiences, ensuring consistent execution across digital touchpoints.
- Mentored junior designers and championed accessibility best practices, helping establish quality standards that improved both user outcomes and team delivery capabilities.

Skills

Design

End-to-End Product Design, Design Systems Architecture, UX Discovery & Research, Interaction Design, Usability Testing (A/B, card sorting, tree testing), Data Visualization, WCAG Accessibility

Technical

Component-Driven Frameworks, Responsive Web Design, CSS/HTML, Theming

Strategy

Cross-Functional Leadership, Product Strategy & Roadmap Alignment, UX Discovery, Agile UX Integration, Mentorship & Enablement.

Platforms & Tools

- Figma
- Figma Make
- Claude
- Gemini
- Copilot
- ChatGPT
- Miro
- UserTesting.com
- Loop 11 User Testing
- Optimal Workshop - Treejack
- Adobe Creative Suite

Experience (Continued)

University of Waterloo - Waterloo University Student Association (WUSA)

Web Design Specialist | 01, 2016 – 09, 2020

- Designed and engineered a custom, highly scalable Drupal 7 CMS theme and responsive web experience, increasing user engagement through a rigorous process of iterative wireframing, prototyping, and usability testing.
- Led the organization's digital accessibility compliance initiative, improving inclusivity and standardizing practices by advocating for and strictly enforcing WCAG standards across all regional web projects.
- Empowered a team of part-time student staff through targeted coaching and process documentation, maintaining exceptionally high quality standards while enabling independent, efficient content management.
- Bridged requirements between marketing creatives and IT developers, securing Executive Team approval and funding for new design initiatives by presenting highly researched, data-driven analytics.

BlackBerry

Senior Interactive Developer | 09, 2007 – 12, 2015

- Developed and maintained scalable, multilingual web experiences used by global customers, building expertise in responsive design, accessibility, performance optimization, and component-based front-end development that continues to inform my product design approach today.
- Directed end-to-end interactive projects: Translated instructional design storyboards into engaging learning modules, managing creative workflows from concept to completion while strictly enforcing corporate brand guidelines and consistently meeting deadlines.
- Mentored teams and optimized legacy systems: Trained junior multimedia team members on brand standards and troubleshooting protocols, while concurrently resolving complex bugs and optimizing existing web-based training materials.

Education

Multimedia Design, 3-Year Advanced Diploma

Durham College | Oshawa, Ontario | 2003

Certifications

Affordances: Designing Intuitive User Interfaces

Interaction Design Foundation (2025) | [Certificate](#)

Interaction Design for Usability

Interaction Design Foundation (2025) | [Certificate](#)

Perception and Memory in HCI and UX

Interaction Design Foundation (2024) | [Certificate](#)

Agile Methods for UX Design

Interaction Design Foundation (2024) | [Certificate](#)

Foundations of Humane Technology

Participate (2023) | [Certificate](#)

Contact

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Portfolio

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References

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