Laura Buel

Product Designer | Open to Remote or Relocation
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SUMMARY

Product Designer with 6+ years creating intuitive, user-centered experiences across regulated healthcare, B2B SaaS, AI, and live-service gaming. I love turning complex systems into products people actually want to use, from hospital data dashboards to the design system behind a decade-in-development MMORPG's website. Comfortable working in ambiguity, from building 0-to-1 to improving systems already in production, in close partnership with engineering, marketing, and leadership.

EXPERIENCE

Atolio | UX/UI Designer (Contract) **Aug 2026 – Present**

AI-powered enterprise search platform for large organizations

- Redesigning Atolio's **entire website and marketing pages**, shaping new brand and visual standards around the founders' vision and feedback.
- Grounding design decisions in **competitive and comparative research** to bring the site up to industry standard, aimed at growing brand awareness and bringing in more customers.
- Creating **original graphics and motion design** that extend Atolio's visual language across the new site.
- Building rapid, responsive prototypes with **Claude Code** so developers can see intended layout and behavior before implementation.

Intrepid Studios | UX/UI Designer **Aug 2023 – Feb 2026**

Game studio behind Ashes of Creation, a highly anticipated AAA MMORPG

- As **primary designer** on the web team, partnering with a design lead, led an **8-month redesign** of the live public website, driving a **20% increase in new account creation** before the game had even launched.
- Led a redesign of the shop and account inventory system, untangling **close to ten years** of inconsistent data and cutting a high volume of customer service tickets tied to unredeemed purchases.
- Built **two design systems from scratch**, including tokens, specs, and responsive components, for the website and a separate internal admin tool.
- Led design of the race and archetype pages that introduced the game to new players, which became the **most-visited pages on the site**.
- Ran an accessibility overhaul using Level Access, logging **over 300 issues** and resolving nearly all within two sprints to reach a passing Web Content Accessibility Guidelines **(WCAG) 2.1 AA** score.

Buel Creative | Freelance Product Designer **Jan 2023 – Present**

Independent design practice covering web, brand, and product work for small business and B2B clients

- Redesigned a fitness app for white-labeling and led the company's first white-label client partnership, closing a **$50,000 deal**.
- Redesigned and launched Search Engine Optimization (SEO) websites for **15+ event rental clients**, taking most from zero bookings to **20+ bookings a month** post-launch.
- Built the MVP for a B2B dental scheduling client's first **chatbot**, designing the conversation flow and a **human handoff** for when the bot reached the end of its defined paths.
- Take on contract AI training work through micro1, most recently **evaluating and benchmarking robot task performance** for review.

MedeAnalytics | UX/UI Designer **Jan 2020 – Sep 2022**

B2B SaaS company providing data analytics and business intelligence tools to healthcare organizations

- Designed the chart and filterable table widgets and resize/layout guidelines behind the platform's dashboard builder, helping shift the company from a **white-glove, service-built model to a self-serve tool** more clients adopted on their own.
- Contributed to the launch of **20+ tools**, running user testing with clients on complex data analysis features and handing off detailed, developer-ready designs to engineering.
- Led the design of the company's **first in-house two-factor authentication system**, a priority given the HIPAA-protected client data on the platform.

SKILLS

Hard Skills: Design Systems, Interaction Design, Prototyping, Information Architecture, Responsive Design, Data Visualization, User Research, Usability Testing, Conversational UX, Accessibility (WCAG 2.1 AA), Design Handoff, AI Model Evaluation

Soft Skills: Cross-Functional Collaboration, Stakeholder Alignment, Comfort with Ambiguity, Strategic Thinking, Problem-Solving

Tools: Figma, FigJam, Figma Make, Claude, Claude Code, Adobe Creative Suite, Strapi, Jira, HTML/CSS (basic)

EDUCATION

General Assembly | UX/UI & Product Design Certificate **Mar 2019 – May 2019**

San Francisco State University | B.A. in Broadcasting & Electronic Communication Arts **May 2016 – Aug 2018**