john laue

With over 10 years of experience in design and management, I specialize in creating clear solutions and simplifying complexity to curate meaningful experiences that deeply resonate with people.

EXPERIENCE

HP

Sr. Product Designer   May 2022 - Current **|** San Diego, CA

- Led AI/ML Scan enhancements, increasing scan speeds by 40% and cutting errors by 35%.
- Revamped Mac Scan, elevating its App Store rating from 2.9 to 4.8 through usability improvements and a new design system.
- Unified account management systems, slashing support costs by 30% and increasing NPS.
- Proactively ensured WCAG 2.2 and European Accessibility Act compliance.
- Led cross-functional collaboration between design, engineering, and implementation teams.
- Established an accessibility process guide and spearheaded research to optimize E2E user journeys.

Edisen

Sr. Product Designer   February 2021 - May 2022 **|** La Jolla, CA

- Led UX strategy for the Edisen, integrating Material UI and XGrid to cut dev costs by 32%.
- Designed a digital asset management system for seamless global launches for IKEA and Netflix.
- Conducted accessibility focused heuristic evaluations, driving a 45% increase in product convergence.
- Led a two-week sprint, aligning teams for swift execution, and contributed to the design system.
- Created Confluence documentation to streamline onboarding and enhance cross-team knowledge, fostering close collaboration between Product, Design and Engineering.

LeaseLabs by RealPage

Interactive Design Director   September 2019 - February 2021 **|** San Diego, CA

- Directed a team of nine UX designers to create custom and themed multifamily product websites.
- Championed agile methodologies by validating design iterations before development, cutting QA and implementation costs by 34%, and reducing development costs by 38%.
- Partnered with VPs of Product to implement scalable CMS templates for tiered offerings.
- Led R&D initiatives, collaborating with project managers, engineers, and implementation teams to explore emerging technologies and design trends.

Sr. UX Designer   January 2017 - September 2019

- Collaborated with product, PMs, and engineering teams to create responsive pages and videos, standardizing usability and reinforcing brand identity.
- Earned a W3 Silver Award for multifamily web mobile and desktop experiences
- Created Confluence docs and pioneered a new dev spec process, achieving global adoption.

L7 Creative

Sr. Interactive Designer   January 2016 - January 2017 **|** Carlsbad, CA

- Used A/B testing and accessibility best practices to refine architecture, and create intuitive experiences.
- Collaborated with C-suite and directors to develop digital solutions and enhanced user satisfaction for clients like Vizio and Eisenhower Medical Group.
- Transformed complex data into visually compelling narratives and improved client conversion rates.

BizClik Media

Design Manager   July 2011 - Jan 2016 **|** Carlsbad, CA

- Led a team of six interactive designers and art directed twelve monthly digital publications.
- Produced innovative digital ads and publications across industries, and elevated brand visibility for high-profile clients like Papa John's and FedEx.

Lambesis

Graphic Designer   April 2010 - July 2011 **|** Carlsbad, CA

- Pioneered bold designs to captivate audiences in the competitive media and TV industry
- Delivered high-impact visual campaigns for Dasani, Grand Marnier, and Skyy Vodka, enhancing brand perception and market reach.

CONTACT

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- Oceanside, CA

EDUCATION

San Diego State University
Bachelor of Arts, Graphic Design | 2008 – 2010

MiraCosta College
Associates Degree in University Studies, Emphasis in Graphic Design | 2006 – 2008

CERTIFICATES

The Interaction Design Foundation
Conducting Usability Testing

SKILLS AND PROFICIENCIES

Interactive Strategy	Wireframing
Material UI Libraries	Video Production
Design Systems	Rapid Prototyping
Agile Strategy	Heuristic Evaluations

Figma, Adobe CC, JIRA, Atlassian, Confluence, Miro, Mural, Amazon S3, Unbounce, HubSpot, Microsoft Office

AWARDS & MEMBERSHIPS

- W3 Awards Web Design Silver Winner
- MiraCosta College Industry Advisory Board
- SDXD Community
- UX Speakeasy

REFERENCES

- Mike Peters - (619) 459-1844
  Experience Design Manager at HP

- Michael Kirkham - (949) 290-9780
  Head of Product at Edisen (Now VP of Product at Oracle)

- Nick Adams - (484) 883-1785
  Director of Product at LeaseLabs by RealPage

- Leigh Cotnoir - (619) 251-7480
  MiraCosta Media Arts & Technology Director