johnlaue

Design Leader | 15+ years transforming complexity into meaningful experiences that people love.

EXPERIENCE

PracticeTek

Lead Product Designer September 2025 - Current | La Jolla, CA

- Launched a 0-to-1 payments service across 19 Healthcare EHR platforms, reaching $43M monthly GPV within 6 months.
- Shipped a 0-to-1 HIPAA-compliant patient portal for ChiroTouch, driving 88% adoption and cutting front-desk inquiries by 42%.
- Redesigned ChiroTouch's Payment Ledger, reaching 81% adoption among 15,000 practitioners.
- Own design strategy for Doctible's patient engagement platform, improving acquisition and retention workflows with an AI front office and WCAG 2.1 AA light and dark modes.
- Built AI-ready atomic design systems for 6 EHR platforms, cutting handoff time 43% and UI rework 67%.
- Pioneered the first Tap to Pay solution on iOS and Android, cutting front-office hardware costs 72%.
- Implemented an AI-assisted SDLC, speeding design-to-dev handoff 53% and streamlining design ops across Product, Engineering, and Support.

Intuit

Senior Product Designer (Contract) July 2025 - September 2025 | San Diego, CA

- Drove cross-functional E2E Excellence initiatives on the CGDS TurboTax team, resolving UX and system issues to significantly reduce e-file rejects and boost RPV rates by 8%.
- Partnered with engineering, product, design systems teams, and research teams to deliver concise solutions that improved user satisfaction and NPS ratings.

HP

Lead Product and Interaction Designer May 2022 - July 2025 | 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, creating an Accessibility SOP hand off, and incorporating a new design system.
- Unified account management systems, reducing support costs 30% and boosting NPS, while ensuring WCAG 2.2/EU accessibility compliance in the HP Smart app.
- Led cross-functional stand-ups and usability testing, clearing 90% of roadblocks within 24 hours, accelerating launches by 15%, and reducing user friction by 42%.

Edisen (Now Orb)

Senior Product Designer (UX/UI) February 2021 - May 2022 | La Jolla, CA

- Integrated TONIK+ Video Intelligence AI, increasing engagement by 50%+ and boosting campaign ROI by up to 300%, leading to stronger client retention and revenue growth.
- Designed a 0-1 digital asset management system for seamless global launches for IKEA and Netflix.
- Led UX strategy for Edisen, integrating Material UI and XGrid to cut dev costs by 32%.
- Conducted accessibility focused heuristic evaluations, driving a 45% increase in product convergence.
- Built UX Design Ops to improve collaboration and knowledge sharing across teams.

LeaseLabs by RealPage

Interaction Design Director January 2017 - February 2021 | San Diego, CA

- Directed a 9-person Web/UX team, delivering custom and themed multifamily products while implementing agile design practices that cut QA/implementation costs 34% and development costs 38%.
- Partnered with Product VPs to build scalable CMS templates and led cross-functional R&D efforts, accelerating solution validation by 42%.

Senior Web/UX Designer

- Designed responsive pre and post login experiences with Product, PMs, and Engineering, boosting user retention by 23% through standardized usability and stronger brand alignment.
- Earned a W3 Silver Award for excellence in designing high-performing mobile and desktop web experiences for the multifamily sector, recognizing innovation, usability, and visual impact.
- Developed Confluence documentation and pioneered a new dev spec process with a wiki tool set, driving global adoption and improving engineering and design efficiencies.

CONTACT

johnlauejr@gmail.com
www.johnlauejr.com
www.linkedin.com/in/john-laue
Oceanside, CA

EDUCATION

San Diego State University
Bachelor of Arts, Graphic Design

MiraCosta College
Associates Degree in University Studies,
Emphasis in Graphic Design

CERTIFICATES

Into Design Systems 2025 certificate
IxDF Conducting Usability Testing
UX Research Foundations
Figma: Handing off to Developers

SKILLS AND PROFICIENCIES

Agentic Design Systems
A11y Documentation
Material UI Libraries
Usability Testing
Heuristic Evaluations
Agile Methods
Mobile/Desktop Design
Archetypes and Personas

Figma, Claude Code, Codex, Adobe CC, JIRA, Confluence, UserTesting.com, Miro, Mural, Amazon S3, Notion, HubSpot, Microsoft Office

AWARDS & AFFILIATIONS

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

REFERENCES

Available upon request

johnlaue

Design Leader | 15+ years transforming complexity into meaningful experiences that people love.

ADDITIONAL EXPERIENCE

L7 Creative

Senior Interaction Designer January 2016 - January 2017 | Carlsbad, CA

- Used A/B testing and accessibility standards to refine architecture, which increased engagement by 18%.
- Collaborated with C-suite and directors to develop digital solutions, boosting user satisfaction scores by 22% for clients in healthcare and energy sectors, including Eisenhower Medical and Baker Solar Energy.
- Transformed complex data into visually compelling narratives and improved client conversion rates by 27%

BizClik Media

Design Manager July 2011 - January 2016 | Carlsbad, CA

- Led a team of six interactive designers to art direct and deliver 12 monthly digital publications, achieving 100% on time delivery while maintaining brand alignment and increasing audience engagement by 20%.
- Led digital campaigns for high-profile clients including Papa John's and FedEx, elevating brand visibility and contributing to a 20% boost in customer reach and a 15% improvement in retention.

Lambesis

Graphic Designer April 2010 - July 2011 | Carlsbad, CA

- Executed high-impact visual campaigns for major brands including Dasani, Grand Marnier, and Skyy Vodka, driving a 20% increase in sales and expanding market reach through enhanced brand perception.

CONTACT

johnlauejr@gmail.com
www.johnlauejr.com
www.linkedin.com/in/john-laue
Oceanside, CA

EDUCATION

San Diego State University
Bachelor of Arts, Graphic Design

MiraCosta College
Associates Degree in University Studies,
Emphasis in Graphic Design

CERTIFICATES

Into Design Systems 2025 certificate
IxDF Conducting Usability Testing
UX Research Foundations
Figma: Handing off to Developers

SKILLS AND PROFICIENCIES

Agentic Design Systems
A11y Documentation
Material UI Libraries
Usability Testing
Heuristic Evaluations
Agile Methods
Mobile/Desktop Design
Archetypes and Personas

Figma, Claude Code, Codex, Adobe CC, JIRA, Confluence, UserTesting.com, Miro, Mural, Amazon S3, Notion, HubSpot, Microsoft Office

AWARDS & AFFILIATIONS

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

REFERENCES

Available upon request