



Laurel Geddes

Product Design Manager

laurelgeddes.com

[linkedin.com/in/laurelgeddes](https://www.linkedin.com/in/laurelgeddes)

laurel.geddes@gmail.com

Seattle, WA

STRENGTHS

- Strategic thought-partner with cross-functional stakeholders
- Strong communicator and collaborator
- Stellar design craft
- End-to-end UX for complex workflows

EDUCATION

- **ArtCenter College of Design**
BFA, Graphic Design
- **University of California, Santa Barbara**
BA, Studio Art & Spanish

I am a multidisciplinary design leader with a proven track record of stewarding design solutions through the product design lifecycle, delivering strategic initiatives, and setting product vision. I care deeply about empowering my teams to craft purposeful, cohesive end-to-end journeys that deliver value to both the business and the end customer. A hands-on manager, I seek to create an encouraging and engaging environment that enables my team to do work they're proud of. I see challenging and ambiguous situations as opportunities to apply strategic thinking and add clarity. I believe it is important to clearly communicate the impact of design work, critically evaluate tradeoffs, and provide the rationale behind design decisions to generate alignment and enthusiasm.

EXPERIENCE

Limeade

04/2022-10/2023

Manager, User Experience Design & Research

Led a multi-disciplinary distributed team and successfully integrated off-shore UX operations for an HR Tech SaaS company dedicated to transforming employee well-being and engagement. Collaborated with product leadership to define and establish a shared vision, strategy, roadmap, and goals. Juggled multiple often-competing priorities to define the UX vision and a plan to deliver iterative value. Jumped in to execute a prototype user experience to bring the vision to life. Reduced time-to-market by successfully integrating UX and research early in the product development process.

ThriveDX

04/2022-02/2023

Instructor, User Experience

Delivered online instruction to adult learners on the foundations of UX design, including empathizing with users, building wireframes and prototypes, and conducting research to test designs. Provided an encouraging and engaging online learning environment that supported student success. Monitored student progress and assisted learners in accomplishing established objectives and milestones. Provided timely written feedback and grades to students on coursework.

Imperative

04/2021-11/2021

Director, Product Experience

Collaborated with leadership team to hone brand messaging and product story for investor relations. Identified transformation opportunities within the product experience to alleviate friction and demonstrate value. Created a culture of user-centricity through UX best practices and processes. Stayed hands-on, driving the product strategy and delivering compelling user experience concepts, flows, and prototypes.

Bounteous

01/2021-04/2021

Senior Experience Designer

Contracted to work with myCoke mobile app team to strategize and execute effective UX solutions within tight constraints. Conducted an audit of existing UX and led effort to tokenize design system and streamline color palette. Drove the ideation and execution of next-level design and UX strategy for the Fiserv payment portal.

projekt202

09/2018-09/2020

Senior Experience Designer & Consultant

Drove the end-to-end design process and deliverables for a variety of user experience challenges. Applied and promoted design principles and best practices to produce high-quality, innovative design solutions in fast-paced, results-oriented environments. Confidently articulated how design solutions fulfilled user needs, business goals, and technical constraints to key stakeholders and executive leadership. Collaborated with multidisciplinary teams to gather feedback on and evaluate the feasibility of proposed designs. Championed usability and user-centric approaches across UX and development.



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EXPERIENCE CONT'D

West Monroe Partners

01/2016-04/2018

Senior Consultant, Customer Experience, Digital Strategy & Design

Leveraged best practices in customer and employee experience to elevate and improve the effectiveness of clients' digital experiences to drive business results. Helped organizations gather actionable customer insights to inform improvements to products and services and increase customer satisfaction. Connected the customer experience to operations to boost efficiency and reduce labor costs. Collaborated with clients across healthcare, finance, insurance, and retail industries. Mentored two CX interns.

Microsoft

07/2015-01/2016

Senior Visual Designer, Brand Studio, Central Marketing Group

Contracted to collaborate with global Brand Team on brand strategy initiatives. Designed editorial layouts for multiple publications and produced signage and collateral for Maker Faire events. Created illustrations for the 2015 Special Olympics World Games pavilion.

Tether

4/2015-5/2015

Graphic Designer

Contracted to provide campaign concepts and designs for print, packaging, digital, and environmental activations. Projects included a recruitment campaign for a Fortune 500 company and an identity refresh for a renowned spirits brand to increase brand awareness and loyalty among Millennials.

Starbucks

01/2013-02/2015

Packaging Designer, Global Creative Studio

Designed packaging, merchandise, and branding systems for retail, grocery (CPG), and global markets. Effectively collaborated with cross-functional teams (including copywriting, pre-press production, and package engineering) to ensure that concepts and prototypes were on-brand and on-brief. Confidently presented concepts, solicited and synthesized feedback, and went above-and-beyond to deliver high-quality designs. Delivered innovative packaging and merchandise specs within tight budget and timing constraints. Grounded work in research and considered the context of the customer's experience.

- VIA Instant brand refresh and packaging redesign garnered 15-27% unit growth for the business and increased purchase interest.

Self-Employed

10/2005-10/2009

Spanish-English Interpreter & Translator

Used foreign language skills and compassion for others to enhance communication between people of different cultures and backgrounds. Provided services at community events and conferences for attendees with limited English proficiency and provided audio dubbing for film production. Supplied simultaneous interpretation of weekly city council meetings and daily news broadcasts for multiple municipalities. Regularly pursued opportunities to become more familiar with subject matter, idioms, and slang terms in both languages. Supplied written translation services for multiple industries. Prioritized tasks and effectively managed a large workload to meet tight deadlines and schedules.