

Experience Summary

Creative Leader and Designer with over 17 years of experience designing and managing exceptional digital experiences for major brands including GoDaddy, T-Mobile, Neiman Marcus and Disney. Proven expertise in user-centered design, content strategy, and usability testing. Passionate about building high-performing teams, leading cross-functional initiatives, and mentoring future design talent.

Professional Experience

Lead UX Architect | GoDaddy.com - Remote

2014–Present

- Lead UX strategist for major web experiences from homepage to checkout, driving measurable improvements in usability and engagement
- Work in a fast, agile environment
- Create customer journey mapping, wireframes, A/B testing in a mobile-first environment, creating for all break-points
- Develop prototypes in Figma to show interactions
- Lead FigJams and ideation sessions
- Conduct interactive usability testing via UsabilityHub, UserTesting.com and Optimal Workshop to inform iterative design solutions
- Figma design system contributor, adding to the Figma component library and documentation
- Use AI tools to help solidify decisions and improve overall design process
- Collaborate with the development team to ensure all updates meet the design and UX requirements
- Coach and mentor design interns

Creative Team Manager | T-Mobile.com - Bellevue, WA

2007–2014

- Built and led the internal web design and copywriting teams, managing cross-functional creative output
- Created design and copy-writing creative briefs for both internal and external partners
- Created and maintained the website's style guide to ensure a cohesive brand experience across all digital touch-points
- Provided art direction to agencies, established design processes
- Directed full website redesigns, setting responsive standards across desktop, tablet, and mobile
- Responsible for new product launches, website enhancements, promotions and setting QA standards
- Very hands-on, creating customer journeys, user flows, wireframes, and visual designs in Figma, Sketch, Invision, and Adobe Suite

Senior Interactive Web Designer | NeimanMarcus.com - Irving, TX

2002–2007

- Designed and maintained high-end vendor websites including JuicyCouture.com, ElieTahari.com, David Yurman.com and Zegna.com
- Designed and developed 100+ page website for InCircle.com. Completely redesigned website each year, for three years in a row
- Partnered with Marketing to develop digital campaigns and assets, to include email marketing and social media
- Created templates and design standards to be followed by other designers

Laura Grose

Lead UX Designer - Creative Manager

Professional Experience (con't)

Lead Web Designer | Walt Disney Internet Group - Hollywood, CA

1998–2002

ABC.com

- Created concepts, specs, and complete graphic designs on many of ABC.com's primetime and daytime web sites to include Spin City, The Geena Davis Show, Oscar.com, Once & Again, Making The Band, and others
- Design concepts and storyboards presented to Executive Management and TV show Producers
- Managed the creative process and website updates, which included coordinating with Producers, Integrators, Art Director, and other designers
- Managed designer who helped to maintain each primetime show web site

Disney.com

- Managed a team of 13 designers responsible for the creation and maintenance of Disney Online's top level pages
- Ensured all assets were delivered on time, met tight standards and that all creative elements were cohesive
- Executed the Disney.com home page and top level pages re-design initiative for three years in a row, both in Flash and static HTML
- Developed an Artist Development Consortium arranging training seminars, workshops and field trips for Designers throughout Disney Online
- Heavy graphic design implementation, creating designs for the website as well as email and social media campaigns in both Flash and static experiences

Skills

MAC and PC proficient - Figma, FigmaJam, Axure, Sketch, Invision, Optimal Workshop, ClickTale, UsabilityHub, UserTesting.com, MS Office 365, JIRA, Trello, Slack, Zoom, Adobe Suite, MS Office, HTML, CSS

Education

UCLA Extension | Web Design
Santa Rosa College | Major, Applied Graphics – Minor, Marketing
Multiple Manager Training Courses | T-Mobile

Awards, Recognition

- Received 12 letters of recognition and appreciation from team members and internal partners for various project and over all job performance
- Nominated by Manager for T Mobile's most prestigious PEAK Achievement Award
- Received two Certificates Of Excellence for outstanding performance and contribution, an award voted on by peers and team members
- Received T Mobile Strength Award