

LAURA BUEL

UX & Product Designer · Design Systems · Visual Design · Web & Mobile

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PROFESSIONAL SUMMARY

UX and Product Designer with 6+ years delivering intuitive, visually compelling digital experiences across web, mobile, and SaaS platforms. Skilled in the full design lifecycle from discovery and research through wireframing, prototyping, and final handoff. Proven record of building design systems from scratch, leading cross-functional collaboration, and shipping products that drive measurable results. Equally comfortable with product UX, visual and brand design, and working closely with engineers to bring ideas to life.

SKILLS

UX & Product Design · UI & Visual Design · Design Systems & Component Libraries · Wireframing & Prototyping · User Research & Usability Testing · Information Architecture · Brand & Graphic Design · Accessibility (WCAG 2.1 / ADA) · Figma · Adobe Creative Suite · AI-Assisted Design · Cross-Functional Collaboration · Agile Development

WORK EXPERIENCE

UX Designer

Aug 2023 – Feb 2026

Intrepid Studios · Remote

- ▶ Led a full redesign of the Ashes of Creation website, modernizing its visual system and information architecture, resulting in a **35% increase in engagement** and 20% lift in new account creation.
- ▶ Built the studio's first cross-platform design system, establishing scalable components, color tokens, and accessibility standards across public and internal surfaces, cutting design-to-dev handoff time by **50%**.
- ▶ Designed and shipped the studio's first internal admin platform from discovery through launch, reducing manual support workload by an estimated **40%**.
- ▶ Championed full **ADA/WCAG 2.1** accessibility compliance, partnering with developers to resolve gaps in color contrast, navigation, and screen-reader support across all surfaces.

UX & Graphic Designer

Jan 2023 – Aug 2023

Digital Consultant · San Francisco, CA

- ▶ Delivered UI redesigns and graphical assets for multiple clients across web and mobile, increasing user engagement by **20%** and improving satisfaction scores.
- ▶ Designed white-labeled fitness app UI helping a client secure **\$50K+** in partnerships with two major gym chains.
- ▶ Translated complex business goals into intuitive digital experiences, collaborating directly with clients to balance usability, visual appeal, and functionality.

UX Designer

Jan 2020 – Sep 2022

MedeAnalytics · Remote

- ▶ Delivered **20+** major product upgrades for a complex healthcare analytics platform, improving dashboard usability for clinical and financial decision-makers.
- ▶ Founded MedeAnalytics' **first design system**, standardizing components and patterns to drive product cohesion and streamline design-engineering collaboration.
- ▶ Promoted within 20 months, five months ahead of schedule, for driving measurable design impact across a complex B2B SaaS platform.

EDUCATION

Bachelor of Arts, Broadcasting & Electronic Communication Arts

2016 – 2018

San Francisco State University

Emphasis on storytelling and narrative design

UX/UI Design Certificate

2019

General Assembly