

LAURA BUEL

UX/UI Designer & Product Designer

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☎ (415) 580-9222

🌐 <https://www.Laurabuel-design.com/>

WORK EXPERIENCE

UX Designer

Intrepid Studios

📅 August 2023 - current 📍 Remote

- **Led the full redesign of the Ashes of Creation website**, modernizing its visual system and information architecture to reflect the game's evolving identity, resulting in a **35% increase in engagement** and **20% more new account creations** in the first quarter after launch
- **Built the studio's first cross-platform design system** for both the public site and internal admin tools, establishing scalable components, color tokens, and accessibility standards that **cut design-to-dev handoff time by 50%**
- **Designed and launched the first in-house admin platform**, enabling teams to manage game and account data more efficiently and **reducing manual support workload by an estimated 40%**
- **Championed a full ADA/WCAG 2.1 accessibility revamp**, collaborating with developers to resolve critical gaps in color contrast, navigation, and screen-reader support, achieving full compliance across the site

UX & Graphic Designer

Digital Consultant

📅 January 2023 - August 2023 📍 San Francisco, California

- **Revamped user interfaces and created engaging graphical assets**, increasing user engagement by 20% and improving overall satisfaction scores
- Provided design solutions for white-labeling a fitness app, helping the client secure **\$50K+ partnerships with two major gym chains**
- **Collaborated with clients to translate business goals into intuitive digital experiences**, delivering solutions that balanced usability, visual appeal, and functionality across web and app projects

UX Designer

Mede Analytics

📅 January 2020 - September 2022 📍 Remote

- **Delivered 20+ major product upgrades** for complex healthcare analytics tools, improving dashboard usability and empowering analysts to make faster, data-driven financial and clinical decisions
- **Spearheaded the creation of MedeAnalytics' first design system**, standardizing components and patterns to drive product cohesion and streamline collaboration between design and engineering
- **Promoted within 20 months** (five months ahead of schedule) for driving measurable design impact and advancing usability across complex BI tools

CAREER OBJECTIVE

Product & UX Designer with expertise in designing complex web and SaaS experiences. Skilled in design systems, user research, and cross-functional collaboration, with a proven record of delivering impactful redesigns, scalable tools, and accessible solutions. Passionate about creating engaging, user-centered experiences that drive measurable business outcomes.

EDUCATION

Bachelor of Arts

Broadcasting & Electronic
Communication Arts

San Francisco State University

📅 09/2016 - 05/2018

emphasis on storytelling and narrative design

UX/UI Design Certificate

General Assembly

📅 2019

SKILLS

- Wireframing & prototyping
- Information architecture & user flows
- Design systems & scalable component libraries
- Accessibility & inclusive design
- Visual design & UI skills
- Data-driven design & analytics
- Collaboration & stakeholder communication
- AI & emerging tool literacy
- User research & usability testing