

# LAURA MCGUIGAN

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## EXPERIENCE

### Senior UX Designer — PPLSI/LegalShield, Contract

2022 - 2023

- Owned and contributed to the end to end design of a variety of high impact commerce and marketing experiences.
- Designed with, and evolved, design libraries within Figma for both marketing and product, building low-fidelity prototypes as needed.
- Partnered with PMs, analytics and copywriters to clarify business goals, user needs and areas for improvement, while also improving internal communication and processes.

### Principal, Creative Director — Self-Employed

2008 - PRESENT

- Produce engaging print and digital solutions for a breadth of freelance and contract clients.
- Lead brainstorming sessions and workshops to gather insights and drive design solutions forward.
- Establish vendor relationships, manage design budgets and timelines.
- Translate strategic direction into high-quality design within established brand identities as well as developing new brand identities.

### VP, Design + Design Lead — TrackMaven

2012 - 2016

- Defined the creative direction of the TrackMaven brand by working with key leaders to communicate the brand mission, voice, and benefits across all communications channels.
- Built out, educated, integrated, and iterated on design processes for both Communications and Product Design.
- Recruited, hired, and mentored designers across disciplines.
- Collaborated on strategic initiatives, ensuring identity alignment across Customer Success, Marketing, Sales, Operations and Product.

### Senior Designer — nclud

2011 - 2012

- Gathered information on projects to prepare and present various forms of documentation from wireframes, site maps, to high-fidelity mockups.
- Collaborated with front- and back-end developers to execute designs for web and mobile projects.

Hands-on, versatile and strategic **senior designer with 15 years** in the field, hell-bent on creating beautiful, cohesive experiences that marry user needs with business goals at all stages of business growth. Recognized for establishing trusting, collaborative relationships with clients, coworkers, and other business orgs.

## SKILLS

Adobe CS, Figma, Design Thinking, Print Design, Exhibit Design, Web/UX Design, Creative Direction, Copywriting, Agile

## ACCOMPLISHMENTS

2017 DC FemTech Award Winner

Planned and taught 10-week course on Visual Design at General Assembly (2017).

Design efforts were fundamental in securing Series A (\$6.5M) and Series B (\$8M) funding rounds for TrackMaven.

Winner of the 2012 DCTech Week Hackathon

## EDUCATION

**Art Institute of Washington**  
AA, Web Design & Interactive Media, 2008

Additional experience available at [linkedin.com/in/lauramcguigan](https://www.linkedin.com/in/lauramcguigan)  
Portfolio at [lauramcguigan.com](https://lauramcguigan.com)