

Laura Scott

RESEARCH, STRATEGY, DESIGN

CONTACT

1208 Savannah Ave
Pittsburgh, PA 15218
540-273-6914
laurascottdesign@gmail.com

HCD PROCESS & METHODS

Understand Current Context

Competitive Analysis
Contextual Inquiry
Fly-on-the-Wall Observation
Stakeholder Interviews

Frame Insights

Stakeholder Mapping
Persona Development
Experience Diagramming

Explore Concepts

Sketching
Storyboarding
Participatory Research

Define and Plan the Solution

Importance/Difficulty Matrix
Product Strategy and Roadmap

Make the Product

Workflow Modeling
Wireframing
Prototyping
Evaluative Testing

Support Implementation

Specification Design
Design Reviews

AFFILIATIONS

Midwest UX 2015 Conference

Programming Committee
Submission Reviewer

Information Architecture Institute

Member

Design Management Institute

Member

SOFTWARE

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Microsoft Office
Invision
Balsamiq
Jira
Bugzilla

WORK EXPERIENCE

User Experience Strategist May 2013–May 2015

Truefit Pittsburgh, PA

- Defined the best strategic approach for design projects based on client needs.
- Led human-centered design (HCD) efforts on external and internal projects.
- Led design research activities: conducting and attending research, analyzing data, and synthesizing findings into recommendations for design.
- Led information architecture activities: defining content structure and logic, wireframing, and creating low-fidelity prototypes.
- Collaborated regularly with multidisciplinary team of engineers and designers.
- Collaborated with account managers to provide sales estimates and draft proposals.
- Notable projects include:

McDonald's: Alerts Guidelines (Project Lead, Researcher)

Analyzed, developed, and documented best practices for receiving alerts that are applied to many different systems consistently. Resulted in research report and strategic guidelines.

Robinson Fans: Product Configurator (Project Lead, UX Strategist, Information Architect)

Redesigned antiquated enterprise resource planning system to work with company's new processes to help eliminate repeat work. Resulted in new Windows application that increases staff productivity.

GroupShop: Mobile App (Project Lead, UX Strategist, Information Architect)

Designed an app for tweens (ages 9-12) to make the in-store shopping experience efficient, social, and fun. Resulted in a validated, high-fidelity prototype for the startup to use in investor presentations.

Design Manager May 2010–May 2013

Gist Design, Inc. Pittsburgh, PA

- Created and tracked budgets and work plans, reporting status to clients regularly.
- Created interaction design solutions for digital products and services: wireframes, diagrams, experience maps, and flowcharts.
- Created information design solutions: data visualizations, design specifications, research reports, and content guides.
- Contributed to process improvements initiative for teammates which resulted in key deliverable templates, design review procedures, and new tools for managing projects and facilitating work with clients.
- Completed Luma Institute 2-day Human-Centered Design Workshop.
- Notable projects include:

Precor: Precision™ Series Console (Senior UX Designer, Project Manager)

Designed a sophisticated interface for a new line of home fitness equipment.

Precor: Preva™ Mobile (Senior UX Designer, Project Manager)

Designed mobile apps (Android, iOS) serving as companions for latest commercial fitness equipment.

PharMerica: ViewMasteRx® (Senior UX Designer, Project Manager)

Redesigned interface for a patient medication management system used in long-term care facilities.

EDUCATION

Master of Design, Communication Planning & Information Design May 2010

Carnegie Mellon University Pittsburgh, PA

School of Design: Online Design Education Project (Research Assistant)

Conducted research sessions with students, analyzed and synthesized data. Resulted in published book chapter in "Designing Web-Based Applications for 21st Century Writing Classrooms."

Graduate Design Studio: Synchronicity (Team Member)

Team selected by Microsoft to present product concept for collaboration management tool at Microsoft Faculty Summit. Resulted in award for "Best Enterprise Application" of the student projects.

Bachelor of Arts, English Language and Literature May 2008

University of Virginia Charlottesville, VA