

LAURA WELLS

Product Designer

Contact

905-531-7629

Lfwells@hotmail.com

laurawells.ca

linkedin.com/in/laurawells8/

HIGHLIGHT OF QUALIFICATIONS

- Proficient with Figma & Validately
- Strong written and oral communication
- Consistently delivers results on schedule
- Highly skilled in critical and analytical thinking
- Strong leadership skills and experience in leading design teams

EDUCATION

Global Business & Digital Arts (University of Waterloo)

2014 - 2018

- with semester exchange at Leeds University in Leeds, England

WORK EXPERIENCE

MCAFEE - WATERLOO, ON

Product Designer III

Sept. 2021 - present

- Delivered on large scale design projects independently.
- Acted as a versatile and valuable design rep, by sharing wide range of knowledge across various McAfee product pillars (Extensions, Identity features, Privacy features).
- Presented designs regularly with stakeholders; consistently defended decisions & rationale.
- Managed external vendors for delivery of accurate design outputs that fit into existing product experiences, across the McAfee portfolio.

Product Designer II

Dec. 2020 - Sept. 2021

- Contributed to projects both independently and with team support/guidance.
- Helped define user needs and business needs within projects.
- Clearly communicated and explained design decisions, rationale and overall thinking.
- Supported team initiatives through high visibility presentations and workshops (as both a host and attendee on multiple occasions).
- Consulted external design vendors to ensure optimal and accurate design outputs that fit into existing product experiences.

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WORK EXPERIENCE

Product Designer I

May 2018 - Dec. 2020

- Lead UX design for both evolutionary and revolutionary projects, with support and guidance from senior level designers.
- Performed smaller scale user research studies.
- Identified where projects and responsibilities fit into the larger product experience.

GOVERNMENT OF ONTARIO

Digital Service Intern

May 2017 - Aug. 2017

- Participated in conducting of user research and designed multiple service design assets.
- Designed infographics and handouts to help promote the Ontario Digital Service's lab in Communitech (Waterloo).
- Composed multiple blogposts based on events and experiences on the Ontario Digital Service's Medium account.
- Worked collaboratively on a number of projects with other interns.

VOLUNTEER EXPERIENCE

SHOEBOX PROJECT

2019 - present

Community Outreach

- Volunteer with the Shoebox Project; contacting potential local sponsors and writing notes of hope to fill shoeboxes with for women facing homelessness in the area.

KNITTED KNOCKERS

2022 - present

Crocheter & Donater

- Volunteer with Knitter Knockers; crocheting breast prothesis, and sending to the Knitted Knockers of Canada, for breast cancer survivors.