Alan Laidlaw

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UX Strategy | Design Leadership | Product Management

Cross-disciplinary team leader and systems designer. 10 years experience in software development, mobile design, and product management.

Principal IT/UX Designer, Asurion   7.2016 — Current

- Designed and product managed new software development for a $7 billion mobile tech support company.
- Worked across departments to surface opportunities and develop a business case that synthesized emerging technologies such as IoT, AI, and NLP into existing products.
- Created tests and micro-features to achieve 400 seconds call-time reduction, saving $50 million.
- Developed a new product, process, and architecture that aligned immediate and future business drivers.
- Defined vision and strategy that achieved buy in from key stakeholders and started a new team.
- **TECH:** React, Redux, Electron, Algolia, AI, AWS, Atlassian, Notion, Axure, whiteboards

VP of Product, Ecos   2.2016 — 7.2016

- Launched an enterprise SAAS application in four months under tight constraints.
- Created the vision, strategy, and requirements in a fast-paced environment.
- Built a team of distributed engineers and managed a highly-iterative lean workflow process.
- **TECH**: APIs, OCR, Elixir, React, Wordpress, Rails, Sketch, Trello, webinars

Director of Product, iostudio   2012 … 2016

- Managed multiple enterprise-level projects throughout their product lifecycles.
- Led teams in a fast-paced agency setting across several high-stakes accounts and shifting criteria.
- Taught designers to conduct research, process results, and design for developers as well as users.
- In PM role, mitigated risk and prioritized features at mission-critical moments.
- **UX Architect:** 2013 — 2014
  - Negotiated design decisions and technical architecture for internal and external stakeholders.
  - Defined strategy and creative direction for multi-million dollar accounts.
- **Senior Developer:** 2012 — 2013
  - Resolved conflicts and managed expectations among teams, departments, & accounts.
  - Led team of 12 developers through company transitions: waterfall to agile, php to javascript.
  - **TECH**: HTML, SCSS, JS, Angular, PHP, Symfony, Drupal, Wordpress, Adobe, Invision

Additional Experience

- Product Analyst & Research Consultant
- Trained in Kanban & Agile
- Lead Full Stack Developer, Sony
- Facilitates 1071 member meetup
- Speaker, teacher, writer

Common Tools

- Python, React, Rest, Github, & AWS
- Excel, Jira, Confluence
- Keynote, Sketch, Axure
- Camunda, Anaconda, UML

Orthogonal Experience

- Journalism & Media Design Major
- Philosophy & Linguistics Minor
- Professional Cartoonist

Ask me about

- Systems thinking, city planning, user onboarding
- Voice, IoT, multimodal UX
- AI, deep learning, data science
- Ethics of tech & startup culture on America
- Game design, non-linear narratives, CYOA
- Rich Hickey, Bret Victor, Christopher Alexander