Laura Adamson

Senior UX Product Designer

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HIGHLIGHTED PROJECTS

Phade — *B2B2C eCommerce Site Redesign*

Designed a scalable, user-centered modular design system that reflected the Phade brand identity while prioritizing **ADA compliance**, **SEO best practices**, and a **mobile-first approach**.

Collaborated cross-functionally with stakeholders, marketing, and developers to create engaging, **high-converting campaign pages** that enhanced user experiences and supported business goals.

Delivered measurable results, including a 280% increase in online sales, 346% growth in returning customers, and a 99% longer average session duration, contributing to an **817% year-over-year sales growth**.

Focus on iterative testing and audience data integration to refine designs and achieve KPIs.

View the case study on my portfolio / Visit PhadeProducts.com

Tegria — *Healthcare Consulting Site Redesign*

Led the entire UX and design process, including **user testing**, **persona creation**, **information architecture**, prototyping, and **quality assurance testing**, with a strong **focus on accessibility and usability standards**.

Partnered with product and development teams to build targeted **SEO pages** informed by user research, blending creative and **data-driven decision-making** to exceed KPIs.

Delivered a design system that ensured consistent user journeys and streamlined future scalability.

View the project link list on my portfolio / Visit Tegria.com

Trintech — *Saas Site Redesign*

Developed a user-centric "Solution Finder" tool leveraging client data to deliver personalized product recommendations, improving lead qualification and engagement.

Integrated data-driven insights into modular design elements to enhance scalability, usability, and flexibility for enterprise-level audiences.

Collaborated with cross-functional teams across product, engineering, and marketing to align design with business objectives and audience needs.

View the solution finder on Trintech.com / View case study on my portfolio

SUMMARY

Sr. UX Designer with 5+ years of experience creating user-centered, data-driven design solutions for B2C, B2B, and B2B2C audiences.

Passionate about designing inclusive, accessible experiences that resonate with users.

Skilled at integrating audience insights and brand strategy to deliver impactful, innovative solutions.

Experienced in working in fast-paced environments and collaborating with cross-functional teams to achieve measurable results.

Excels in balancing high-level vision with detailed design execution.

WHERE I THRIVE

Designing for Accessibility and Inclusivity

Driving Impact Through Data-Informed Design

Collaborating with Cross-Functional Teams

Iterating Through Agile and MVP Workflows

Persona Mapping and User Journey Design

Enhancing Experiences with AI-Driven Solutions

Mastering Figma for Scalable, Systematic Design

EXPERIENCE

Senior UX Designer — *Finn Partners*
May 2021 - Present

- **Partnered cross-functionally** with product managers, engineers, and marketing teams to deliver user-centered designs for diverse industries including healthcare, B2B, and nonprofit sectors.
- Spearheaded projects from **stakeholder collaboration** to development specifications, ensuring alignment with business objectives.
- Conducted **usability testing** and leveraged qualitative and quantitative data to inform **iterative design improvements**.
- Contributed to the development and refinement of **design systems**, enabling scalable, consistent user experiences.

UX and Content Designer — *A Lite Studio*
Feb 2019 - Present

- Designed websites and digital marketing materials for over 20 clients, applying **user-centered design principles** to enhance customer engagement.
- Maintained **SEO strategies** and website security, ensuring optimal performance and discoverability.
- Collaborated with small businesses to create tailored solutions that aligned with their goals and audience needs.

Project Manager — *Bellawood Properties*
Dec 2015- Dec 2020

- **Managed complex schedules** and daily operations for multiple properties, balancing calendars, tasks, and logistics to ensure seamless efficiency.
- **Oversaw maintenance and technology** for residential properties, coordinating vendors and resolving issues with precision and time management.
- **Planned and executed hospitality events**, demonstrating exceptional organizational skills and attention to detail.
- Developed critical **time management, communication, and decision-making skills** while navigating ambiguity and balancing competing priorities.

TOOLS

Core Design Tools:
Figma, Adobe Photoshop & Illustrator

Prototyping & Testing:
High-Fidelity Prototyping, Usability Testing, Bugherd, Google Analytics, Hotjar, 6th Sense, Raven Tools, SEM Rush

Development & Systems:
HTML, CSS, Wordpress

Bonus Expertise:
Adobe Animate, After Effects

EDUCATION

Middle Tennessee State University
Biochemistry, '18
3.9 GPA

Thinkful
UX Mastery Certificate, '21