

laura l. theis

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Making life better through human-centered design in technology that is simple, helpful, and useful.

Bringing real-world design skills in landscape architecture and architecture to the digital sphere with thoughtful planning, teamwork, co-creation, and humility in design and product management.

Considerable experience in web development, customer success and QA in remote work environments.

UX & SERVICE DESIGN SKILLS

Service blueprints & journey maps

Strategic design & roadmapping

User testing & research

User personas

Wireframing & prototyping

Information architecture

TOOLS

UX. Sketch, Figma, InVision, Balsamiq, Flinto

Adobe. Illustrator, Photoshop, InDesign

Atlassian. Jira, Confluence, Agile, Scrum

Vocational. Logrocket, Zapier, Integromat, Zendesk, Mailchimp, Harvest time, ProProfs, join.me, Sublime Text, Skype, Google Suite, Windows Suite, Slack

Developer. Web APIs, GitHub, Postman, JavaScript, HTML, CSS, command line terminal, Heroku, Ruby, Rails, Linux, Bootstrap, Rspec

professional experience

Senior User Experience Designer

Ad Hoc LLC, Washington DC

3/2020 - current

- Choreograph, collaborate, and consult with cross-functional teams and stakeholders to improve processes, technologies and interactions within a complex legacy system; co-creation methods include workshops, wireframes, high-fidelity mock-ups, interactive mockups
- Partner with colleagues to map and refine internal design processes, includes collaboration with key partner contracts and stakeholders
- Participate in 'early and often' accessibility reviews for new and updated features, advocate for accessibility bugs to be triaged in tandem with the bug backlog
- Coordinate and contribute to building usability tests, synthesize findings into key insights and plan short-term and long-term improvements for a better user experience

System Designer

Hospice of the Wood River Valley, Ketchum, ID 4/2020 - 8/2023

- Lead the planning, creation and transfer of a paper medical records system to online version - designing for the new tablet medium and to provide a higher level of care for patients
- Tutor organizational lead to implement the transfer at the organization and to take over the building and maintenance of the application

Product Manager, Technical Support

Knack, remote

11/2016 - 3/2020

- Make tactical product prioritization decisions, analyze tasks & user flows to write specifications, lead development of features to release
- Build trust with stakeholders by maintaining an understandable roadmap built by analyzing software needs and customer requests
- Troubleshoot & identify solutions to resolve technical customer issues involving complex workflows and API integrations

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professional experience, continued

Technical Support Analyst

Local Food Marketplace, remote

9/2013 – 4/2016

- Execute help system updates for major releases 4-5x per year for 100+ customers, developed strong relationships through regular contact
- Used user research analysis to build customer specific training programs to train over 60 new customers on software capabilities
- Listen and translate customer needs to create a quality assurance program: bug discovery, repeatable testing modal, repair statuses

Director of Operations, Software & Web Consultant

Idaho's Bounty Co-op, Ketchum, ID

9/2007 - 9/2013

- Analyzed business needs and data to design reports for stakeholders
- Created proactive processes for design solutions, interface with developers, analyzing issues, and bug resolution



education

CareerFoundry, 3/2019. UX Designer program.

- Analyze product competitors, user research, define user personas
- Apply findings to product; implementing information architecture, user flows, and paper prototypes for user testing, visual design, and high-fidelity wireframes

University of Alberta, 2/2017. Software Product Management.

- Software processes and Agile practices, client needs and software requirements, reviews and metrics for software improvements, capstone

University of Virginia, 11/2017. Digital Product Management: Modern Fundamentals.

- Solving the right problem and creating the right solution, amplify an existing product

CareerFoundry, 8/2015. Web Developer program.

- Set up development environment, script code using command line terminal
- Develop web application using Ruby on Rails, build websites using HTML / CSS / JavaScript

University of Wisconsin-Madison, 5/2005. Bachelor of Science, Landscape Architecture.

- Graduated with Distinction from the College of Agriculture and Life Sciences
 - American Society of Landscape Architects Outstanding Scholastic Achievement
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