

LAURA MASTERS

Senior Product Designer

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ABOUT ME

In short, I'm a Senior Product Designer with an unwavering passion for learning and innovation. I thrive on the dynamic challenges of my role, constantly seeking opportunities to expand my skill set and push creative boundaries.

And when I'm not busy designing, you'll likely find me catching waves and having a blast out on the surf!

EDUCATION

BA(Hons) Illustration
University of Wolverhampton
2011 - 2014

EXPERTISE

- User-Centred Design
- UI/UX Design
- Cross-Functional Collaboration
- Prototyping and iteration
- Continuous Learning
- Leadership and Mentorship
- Design Thinking
- Problem Solving

WORK EXPERIENCE

August 2024 - Present
The AA
UI/UX Designer

In my role as UI/UX Designer at The AA - Driving School, I have been responsible for crafting seamless, user-centric experiences across a range of products designed for internal teams, driving instructors, and learners.

I have taken ownership of key user journeys, including conversion, onboarding experiences, vehicle management processes, and the Theory learning app. My responsibilities span the entire design lifecycle, from initial user research, creating wireframes, developing prototypes, producing high-fidelity designs, and coordinating smooth handoffs to development.

Collaborating closely with cross-functional teams, I ensure that the final output aligns with business goals and provides optimal usability.

I've played a crucial role in optimising user journeys to drive engagement and conversion, while also ensuring all products are inclusive and accessible to all users. In addition to core design responsibilities, I actively contribute to strategic discussions to align design efforts with broader organisational objectives.

By focusing on iterative improvements and leveraging user feedback, I remain committed to delivering thoughtful, impactful design solutions that meet the diverse needs of all AA stakeholders.

April 2018- April 2024

Lingumi

Senior Product Designer

In my role as Senior Product Designer at Lingumi, I've been entrusted with a wide array of responsibilities aimed at driving the evolution of our product and ensuring exceptional user experiences.

Leading a talented team of designers, I've been instrumental in shaping our design strategy and overseeing the end-to-end design process.

One of my key responsibilities has been to spearhead the discovery and design phases, from conducting user interviews to finalising designs and overseeing release cycles. By closely collaborating with cross-functional teams including illustrators, animators, studio teams, and engineering teams, I've ensured the seamless integration of design elements and the alignment of our product vision.

In addition to design tasks, I've taken on leadership responsibilities typical of a senior role. This includes mentoring team members, conducting design critiques, and providing strategic insights to drive product innovation.

I've also actively contributed to business-related initiatives, leveraging design insights to inform strategic decisions and align design efforts with organisational goals.

Throughout my tenure, I've remained committed to pushing the boundaries of design excellence and delivering impactful solutions that resonate with our users.

My role as a Senior Product Designer at Lingumi has been characterised by continuous growth, learning, and a relentless pursuit of innovation in the pursuit of creating exceptional user experiences.

May 2015 - April 2018

KUKD - EuroFoods

Product Designer

As a Product Designer at KUKD - EuroFoods, I was entrusted with a diverse range of responsibilities aimed at enhancing the overall user experience across digital and physical platforms. Collaborating closely with cross-functional teams, I played a pivotal role in shaping the design direction of various projects.

My primary responsibilities encompassed the design of website interfaces, app layouts, and physical collateral such as magazines, leaflets, lorries, and billboards. By leveraging my design skills and creativity, I contributed to the development of visually appealing and user-friendly solutions that resonated with our target audience.

Working alongside engineers, fellow designers, and market teams, I embraced a collaborative approach to design, ensuring seamless integration of design elements across different platforms. By fostering open communication and collaboration, I facilitated the smooth execution of design projects, driving towards our shared goals.

One of my notable achievements during my time at KUKD - EuroFoods was leading the rebranding effort. I spearheaded the UI/UX redesign of both the website and app, playing a central role in revitalising the brand's identity and enhancing the overall user experience. Through strategic planning and meticulous attention to detail, I successfully executed the rebranding initiative, positioning the brand for greater success in the competitive market landscape.

My experience as a Product Designer at KUKD -EuroFoods provided me with valuable insights into the intricacies of product design and the importance of collaboration in driving successful outcomes.