



mavi laidlaw

UX/UI Designer | Portfolio: mavilaidlaw.com

I am a creative and multidisciplinary designer with 7+ years experience creating innovative, beautiful and engaging visual design experiences for end-users.

Experience

UX/UI Designer, 2019 – Present

AVEVA, Industrial Software, Lake Forest, CA

- Collaborate with PMs to refine product definition and explore UX options to satisfy the product goals in an agile environment.
- Implemented new features including: redesign of search experience, side sheet guidance, alerts setup and more.
- Work with Insight Architect, Product owner and UX lead to assist with new framework.
- Facilitate creation and adoption of design systems, website interaction models, screen designs.
- Facilitate use of ideation and sketching for storyboards and prototyping; create low- and medium-fidelity prototypes to test proposed Journeys.
- Communicate with engineers to answer questions and support quality product delivery.
- Working on the Design system update from Adobe XD to Figma plus assist in the update of the site wide iconography.
- Presented a product walkthrough at a booth to customers.

Web/Graphic Designer, 2014 – 2019

Freelance, Los Angeles, CA

Client: Tolly's Treatments - Aromatherapy Company

- Redesigned e-commerce website {Tollystreatments.com}. Rebranded all collaterals including: a new logo, product labels, color palette, typography and marketing materials.

Client: OLA Mexican Kitchen - Mobile App for a Restaurant

- Led the design for a virtual tequila rolodex mobile app. Worked with the project manager and developers to launch the app on Google Play Store and iTunes App Store.

Account Coordinator, 2011-2018

Deluxe Digital Studios, Digital Media Company, Burbank, CA

- Managed digital workflows for client video on demand projects.
- Led communications with third party service providers and studios including Disney Digital Studios, Warner Brothers, Paramount Pictures, Sony Pictures Entertainment, Google, Apple and Netflix.

Contact

- ☎ (818) 422-6514
- in @mavi-laidlaw
- ✉ mavilaidlaw@gmail.com
- 📍 Trabuco Canyon, CA (PST)

Education

Additional Courses 2016-2022

- Google UX Design Certificate (actively working towards)
- Figma for UX Design (LinkedIn Learning)
- Studio Arts - Intro to UI/UX
- SMC - UX 1 & UX 2
- Type Ed - Type 1 -3, Whiskey Type Packaging Design

Santa Monica College 2010-2014

- Associates of Arts - Graphic Design (2012-2014)
- Associates of Arts - Website Software Specialist

Cal Poly Pomona 2006

- Bachelor of Arts - Business (Music) | Marketing Minor
- Dean's Honors List

Skills

- Adobe Creative Suite
- Figma
- Sketch
- Miro
- Google Material Design system
- Detail oriented
- Spanish fluent