Mavi Laidlaw

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Product Designer

Transform Concepts into Production-Ready Visuals with Precision, Collaboration, and Mastery of Figma

Innovative designer with passion and keen eye for high-quality digital experiences that enhance engagement and elevate user satisfaction. Solve complex challenges with clear design vision for shipping product improvements for design systems that drive consistency, inclusivity, and scalability across teams. Experience mentoring and onboarding new designers.

Expertise

- **Design & Prototyping Tools:** High Fidelity Prototyping | Visual Design | Ideation | Iteration | Design principles | Design systems | Component Libraries | Figma Tokens | Usability Testing | Responsive | Accessible | Inclusive design | Information Architecture | Wireframing
- **Tools & Programming:** Figma | Miro | Sketch | Adobe Creative Suite | Microsoft Suite | InVision | Dovetail | HTML | CSS | JavaScript | JSON | Wordpress | Balsamiq | Trello
- **User Research & Testing:** A/B Testing & Analytics | Usability Testing | Card Sort | User stories | Personas | Interviews | Surveys | Bilingual: English and Spanish

Work Experience

AVEVA, Lake Forest, CA
Engineering and industrial software.

UX Designer II   2019 - 2025

- Led responsive design project by creating flows, prototypes, and well-crafted visuals, conducting usability tests using A/B analytics for 10+ design system patterns, analyzing results, and iterating on designs based on feedback.
- Performed research which drove refinement of components, improving adoption of design systems across organizations.
- Referenced Google Material design for best practices and accessibility to evolve components in design system, refining UI specs imagery and uploading to Figma / WordPress library, driving consistency across multi-product environments.
- Worked cross-functionally with product management, engineering, design, and research peers to define product requirements, delivering impactful features for SaaS product Insight and aligning with business objectives.
- Collaborated on migration of design system website to WordPress platform, streamlining updates for design team and enhancing operational efficiency.
- Led rebrand and icon replacement project for Insight, achieving company-wide alignment and consistency.
- Championed transition of design system from Adobe XD to Figma, modernizing workflows and optimizing performance.

ENTREPRENEUR MAVI LAIDLAW DESIGNS, Los Angeles, CA

Freelance UX / UI / Visual / Product Designer   2014 - 2019

Tolly's Treatments - Aromatherapy Co.

- Led full rebrand, overseeing logo, product labels, color palette, typography, and marketing materials.
- Redesigned e-commerce website (TollysTreatments.com), enhancing usability and branding.

OLA Mexican Kitchen - Mobile App

- Spearheaded design for virtual tequila rolodex mobile app, ensuring intuitive navigation and visual appeal.
- Collaborated with project manager and developers, successfully launching on Google Play Store and iTunes App Store.

DELUXE DIGITAL STUDIOS, Burbank, CA

Creation to distribution company.

Project Manager   2011 - 2018

- Earned Spot Recognition Award for project completion time and accuracy for 13+ major trailer launches (40+ languages each) for Disney Mastering Workflow, leading to total earnings upward of $180K in billing revenue over 7 years with 100% on-time delivery.
- Managed digital workflows for client video on demand projects, tracking daily metrics for vendor content, which resulted in accurate and timely processing of $1M+ in billing.
- Ensured media orders were entered accurately into content management system (CMS), reviewing entries, including detailed client instructions that were translated into concise operational instructions for internal teams.
- Created and document specifications, workflows, and all new processes for day-to-day business operations while training company staff.
- Monitored, analyzed, and troubleshot client rejections, implementing corrective actions when needed.
- Organized content priority lists daily, delegating tasks to technical production teams throughout company.

EDUCATION

Bachelor of Arts (BA), Business, Minor in Marketing, Emphasis in Music (Dean's Honors List),
California Polytechnic University, Pomona, CA

Associates of Arts (AA), Graphic Design (Dean's Honors List),
Santa Monica College, Santa Monica, CA
Certificate, Web Design

Associates of Arts (AA), Website Software Specialist, Santa Monica College, Santa Monica, CA

PROFESSIONAL DEVELOPMENT

Interaction Design Certificate, Alison (In Progress)