

MAVI LAIDLAW

Trabuco Canyon, CA 92679
work@mavilaidlaw.com

Portfolio: www.mavilaidlaw.com

818.422.6514
www.linkedin.com/in/mavi-laidlaw

PRODUCT DESIGNER

Passionate Designer Creating Scalable, Consistent and User-Centered Digital Experiences

Innovative designer passionate about crafting high-quality, scalable digital experiences that enhance usability and drive adoption. Skilled in Figma, prototyping, user testing and translating requirements into creative solutions that improve efficiency and ensure company-wide design consistency. Experienced in mentoring designers and fostering cross-team collaboration to deliver clean impactful products.

EXPERTISE

- **Design & Prototyping Tools:** High Fidelity Prototyping | Visual Design | Ideation | Iteration | Design & Typography Principles | Design Systems | Component Libraries | Figma Tokens | Usability Testing | Responsive | Accessible | Inclusive & Interaction Design | Information Architecture | Wireframing
- **Tools & Programming:** Figma Auto Layout, Variables, Components | Miro | Sketch | Adobe Creative Suite | Microsoft Suite | InVision | Dovetail | HTML | CSS | WordPress | Balsamiq | Exploring motion design tools | AI curiosity/ongoing exploration | Collaboration tools
- **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

- Revamped Design System for responsive project, converting static components into responsive ones and enhancing multi-device customer experiences through prototyping, iteration, and user testing.
- Led usability testing on 10+ interactive prototypes, uncovering user behaviors and pain points that informed component refinements, increasing customer adoption and improving multi-product alignment.
- Maintained and evolved Figma Design System by creating tokens, refining UI specs, creating and updating components, cutting design to development handoff time by 20% and ensuring consistency across the company's WordPress site.
- Assisted in migrating internal Design System library to WordPress, enabling faster updates and providing designers with quicker access to system documentation.
- Migrated Design System library from Adobe XD to Figma, building a shared design language that streamlined workflows and improved collaboration across distributed teams.
- Conducted icon replacement initiative, achieving visual consistency and alignment that enhanced usability and streamlined team workflows.

- Translate requirements into achievable design solutions and collaborate with PMs and engineers in Agile sprints, ensuring high-quality implementations that reduced QA issues and improved team efficiency.

ENTREPRENEUR MAVI LAIDLAW DESIGNS, Los Angeles, CA

Freelance UX / UI / Visual / Product Designer

2014 - 2019

- Led full re-brand for Aromatherapy Co. (Tolly's Treatments) including defining the brand vision with the client which included typography principles, new color palette; delivered logo redesign, packaging labels for multiproducts including air sprays, face masks, lip balms and more products, marketing materials.
- Redesigned e-commerce website using Shopify for Aromatherapy Co. (Tolly's Treatments), improving usability, accessibility, and visual identity to drive stronger customer engagement.
- Spearheaded mobile app for restaurant (OLA Mexican Kitchen) tequila rolodex app, leading the design from concept through launch on Google Play and Apple Store and ensured optimal experience.
- Collaborated with Project managers, developers to ensure designs were feasible, scalable, and user-centered.

DELUXE DIGITAL STUDIOS, Burbank, CA

Creation to distribution company.

Project Manager

2011 - 2018

- Optimized workflows for global content distribution, created documentation, specifications, and processes that scaled across teams and improved operational efficiency.
- Collaborated with internal technical teams to manage and deliver 13+ major multilingual launches on time to clients (Disney, Netflix), aligning teams under tight deadlines.
- 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.
- Recognized for delivery in accurate and timely execution of 40+ multilingual trailer campaigns and for leading expedited workflows that supported Netflix's European TV launch, earning Recognition Award
- Enabled collaboration by training staff, documenting processes, and standardizing operations that supported distribution teams handling \$1M+ in annual billing.

EDUCATION

California Polytechnic University, Pomona, CA

Bachelor of Arts (BA) Music, Emphasis in Business, Minor in Marketing - *Dean's Honors List*

Santa Monica College, Santa Monica, CA

Associates of Arts (AA) Graphic Design - *Dean's Honors List* | Certificate, Web Design

Associates of Arts (AA) Website Software Specialist

INDEPENDENT STUDIES

Studio Arts | Type Ed | Coursera | LinkedIn Learning | Alison Online