MAVI LAIDLAW

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PRODUCT DESIGNER

Innovative Product Designer focused on creating intuitive, inclusive, and impactful digital experiences. Skilled in transforming complex ideas into simple, elegant solutions through thoughtful interaction design, prototyping and data-informed iteration. Experienced in collaborating across disciplines to align design strategy with business and user goals. Passionate about crafting systems, interfaces, and experiences that connect people, scale efficiently, and elevate design quality across platforms.

EXPERTISE

- **Product & Interaction Design Tools:** High-Fidelity Interactive Prototyping | Wireframing & Mockups | User Flows | Visual Design | Interaction Design | User Interface (UI) Design | Responsive Design | Design Systems | Ideation & Iteration Design | Typography Principles | Component Libraries | Data Visualization | Accessibility (WCAG) | Cross-Functional Collaboration | End-to-end product design | Mentorship | Systems & Product Thinking
- **Creative Technology:** Figma (Auto Layout, Tokens, Variables, Prototyping, Animations, Interactive components) | Miro | Sketch | Adobe Creative Suite (XD, Photoshop, Illustrator) | InVision | Dovetail | Wordpress | HTML | CSS | Motion Design Exploration | Generative AI | Collaboration tools
- **User Research & Testing:** A/B Testing | Usability Testing | Personas | User Stories | Interviews | Qualitative & Quantitative Research | Surveys | Heuristic Evaluation | Card Sort | User Journey Mapping | Discovery to Delivery Process | Cross-Functional Design Strategy | Bilingual: English and Spanish

WORK EXPERIENCE

AVEVA, Lake Forest, CA
Engineering and industrial software.

User Experience Designer II (UX/UI)   2019 - 2025

- Revamped and scaled AVEVA's enterprise Design System, converting static components into responsive ones across web, tablet, and mobile breakpoints. Enhanced multi-device experiences through user flows, high-fidelity prototypes, and usability testing, and built shared design language that streamlined workflows, improved cross-team collaboration across global, distributed teams, and cut design-to-development handoff time by 20%.
- Maintained, evolved, and migrated Design System from Adobe XD to Figma, creating tokens, refining UI specs, and redesigning components to ensure visual consistency, accessibility, and scalability across multiple product teams while supporting cross-functional alignment.
- Designed and iterated high-fidelity prototypes to visualize complex workflows and validate design decisions through A/B testing and user research, uncovering insights that improved usability and increased product adoption.
- Led end-to-end product design initiatives, collaborating with product owners, managers, engineers, and designers to translate requirements into intuitive, user-centered experiences from concept through implementation, ensuring high-quality execution across multiple products.

- Advocated for design best practices by contributing to design reviews, providing feedback on interaction patterns, and mentoring new team members on tools, processes, and inclusive design principles.
- Initiated and designed a standardized form component for Design system, researching best practices, creating a flexible Figma component, and collaborating with engineers and designers to ensure feasibility, accessibility, and consistency.

ENTREPRENEUR MAVI LAIDLAW DESIGNS, Los Angeles, CA

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

- Led full-cycle branding, defining brand vision, typography, and color systems; delivered logos, packaging, marketing materials, and visual design assets that strengthened client identity and usability.
- Redesigned e-commerce experiences on Shopify, applying user-centered design, accessibility standards, and responsive layouts to improve usability, engagement, and conversion metrics.
- Designed and launched mobile application, created interactive prototypes, user flows, and wireframes, and collaborated with developers to ensure a seamless, high-quality user experience across platforms (iOS & Android).
- Collaborated cross-functionally with clients, project managers, and developers to translate business requirements into intuitive, scalable, and visually engaging design solutions, balancing user needs with project goals.

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

PROFESSIONAL DEVELOPMENT

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