

# Lara Olson

## Senior UX Designer & Manager

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### Education

BFA - Communication Design  
University of North Texas

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### Key Tools

Sketch, Figma, Invision, Zeplin,  
UserTesting.com, CrazyEgg,  
Illustrator, Photoshop, HTML,  
CSS, Github

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### Core Strengths

- UX workshops and design thinking methodologies, along with a healthy dose of user research and analytics data driven results.
- Presenting pitches for new applications and ideas to both external clients and high-level internal stakeholders.
- Agile Scrum methodology and agile front-end design and development technologies within e-commerce, financial, healthcare, hospitality, enterprise and SAAS software systems.
- Supervising and managing teams of designers from novice interns to seasoned professionals.

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### Lead User Experience Designer / Experience Owner

Bank of America (contract) - June 2023 to Current

Managing a team of UX professionals to create a superior enterprise banking tool for our Legal departments across USA, EMEA and APAC regions.

Owning the end-to-end UX quality standards and implementation for my portfolio at the Bank, including supervising overall design best practices amongst junior designers, implementing research programs, and coordinating between product, engineering and UX strategy teams.

Implementing team best practices such as project kickoffs, intake documentation, grooming sessions, standups, design reviews, accessibility reviews, and confluence documentation.

### Senior User Experience Designer

Booster - August 2022 to May 2023

Creating a digital self-service onboarding solution never before seen in mobile fuel delivery and energy logistics, from the ground up.

Acting as the voice of the user within a nimble startup environment, by introducing data-driven, user tested and validated design thinking.

Day to day responsibilities include creating wireframes and high fidelity comps in Figma and Sketch, writing/launching user research studies in UserTesting.com, surveymonkey surveys, launching heatmaps in Crazyegg, and analyzing site KPI metrics in Google Analytics.

### User Experience Manager

Michaels - September 2020 to August 2022

Building a brand new UX e-commerce team to help Michaels grow during their newfound success during the covid-19 epidemic.

Establishing a UX "brand" within the greater company, educating and creating awareness of UX as a concept.

Introducing data-driven, user tested and validated design thinking, as well as discovering data driven business opportunities and roadmap.

Introducing ADA / A11Y best practices and mindset within the e-commerce team as well as the company as a whole.

Launching foundational UX research, internal education on research best practices

Introducing agile best practices, project tracking, documentation

Contract negotiation and coordination of third party vendors, agencies.

Researched, designed and tested over 25 new UX/UI updates bringing up to a 13% increase in conversion.

### **Senior User Experience Architect**

**Hilton** – June 2018 to June 2020

Launched the Hilton “Dreaming” project; an effort to incorporate rich content, reposition Hilton within the hospitality industry, and overhaul the existing page architecture and UX/UI.

Utilized data-driven and research-based findings to revitalize users’ shopping experience as well as boost SEO and brand recognition, working to position Hilton as a source of truth in travel knowledge and inspiration.

Dreaming exceeded revenue expectations - finishing Q1 with 2.1 mil, 7 million of total revenue made in the second quarter. It took us 88 days from production launch to hit the \$1M mark, and only 19 days from that milestone to double our revenue.

790K new user visits as of Q4 2019, with 2 million visits total

1st page placement on Google search results for relative key words.

Almost doubled Usabilla customer feedback - CSAT score from 2.5 to 4.5

### **Senior User Experience Designer**

**CBRE (contract)** – March 2018 to June 2018

Launched exploration for the CBRE 360 food services project, part of a native mobile app for iOS and Android.

Balanced the needs of multiple personas - from office workers to building superintendents to multinational corporations, such as Nike.

Conducted user research interviews, surveys, wireframing, built mobile design libraries, and created high fidelity interactive mockups in Invision.

CBRE 360 was featured in the New York Times and Microsoft.com

Redefined the product roadmap, saving CBRE thousands in sunk costs, time, and external vendor costs.

### **Senior User Experience Designer**

**Kibo** – January 2017 to January 2018

Revamped Kibo’s end-to-end Ecommerce SAAS B2B enterprise platform, both in terms of UX/UI and customer experience while

discovering the systemic gaps within their customer journey.

Spearheaded a completely new push for documentation and redefined the customer onboarding process based upon user identified pain-points.

Developed Kibo user personas, sales personas, complex internal product user flows based upon extensive user interviews.

Conducted business discovery, generating new ways to combine product offerings to better suit market needs, and spoke with clients in order to define feature gaps, project requirements, and future strategy with the Kibo roadmap.

### **Lead User Experience Designer**

Axxess – January 2014 to January 2017

Managed a team of 8 UX designers, ranging from seasoned pros to interns.

Informally lead a team of 7 developers in an ultra-lean Agile “garage startup within a corporation” to build and launch a groundbreaking home healthcare native app – Axxess Care.

Acted as sole UX designer for multiple SPA SAAS platforms within the healthcare industry, including home health administration, Medicare and private payor billing, and financial reporting.

Conducted user interviews, market research, ideation and wireframing for up to six projects at a time, including native iOS and android apps, SPA enterprise software applications, support applications and marketing sites.

Presented pitches for new applications and ideas to both external clients and high-level internal stakeholders, while maintaining reasonable expectations and team sprint cycle deadlines.

### **Other Experience**

**User Experience Designer** : Sheplers – July 2013 to January 2014

**User Experience Designer** : Gamestop – April 2010 to July 2013

**Art Director** : Razor – July 2008 to April 2010

**Art Director** : World Marketing – March 2005 to July 2008