

# Laura Tritz

## UX Designer & Researcher

Tel: (206) 334-8355 • [me@lauratritz.com](mailto:me@lauratritz.com) • [www.lauratritz.com](http://www.lauratritz.com)

---

I have 15+ years' experience working with teams to build delightful user experiences with a master's in psychology and emphasis on human factors, delivering products that bring science and people together for B2B and B2C industries, including Real Estate, healthcare, technology, software, and creative services.

---

### Professional Experience

#### Lead UX Designer, crucial.com, a Micron Division, Boise ID

Jan 2024 – Present

*Micron is one of the world's largest memory manufacturers. Crucial is Micron's retail brand for memory and storage solutions, allowing customers to find, purchase, and upgrade their device memory and storage solutions.*

- **UX lead for Crucial brand initiative:** Successfully led the translation of phase 1 brand guidelines across U.S. and international sites, collaborating with Digital River, internal development teams to ensure consistent and effective brand representation across all Crucial websites.
- **Collaborative team building:** Established strong working relationships between Micron's Brand team and UX management, bridging gaps and ensuring Crucial.com met Micron's brand initiatives.
- **Platform Migration Leadership:** Guided UX design during the platform migration from Digital River to Adobe Commerce, ensuring meticulous attention to UX principles across web and mobile platforms.
- **Ecommerce modernization:** Revamped key commerce pages transformed the shopping cart experience, and rapidly integrated new requirements into UX designs, enhancing usability to boost conversion rates.
- **Feature design expertise:** Developed new features like a mega menu and Wishlist while redesigning existing ones such as the Computer Upgrade Selector tool, product filtering, and product compare tool optimizing product access, enhancing SEO impact, and improving overall user experience.
- **Daily UX operations:** Actively contributed to daily operations and the design of new campaign pages, and product release pages using Adobe Experience Manager, collaborating with cross-functional teams to enhance Crucial.com's desktop and mobile responsive experiences.

#### Principal Product Designer, First American Title, IT Department, Santa Ana, CA

May 2021 – Oct 2023

*First American Title is one of the largest providers of title insurance and settlement services. The IT department plays a critical role in supporting First American Title's operations and ensuring the reliability, security, and efficiency of its technology systems and services.*

##### User research

- **New hire onboarding:** Enhanced IT new hire onboarding by interviewing 15 new hires and 7 hiring managers. Synthesized insights into personas and journey maps, presented findings to leadership, and co-facilitated workshops to prioritize improvements. Resulted in the implementation of First American's first enterprise wiki for cross-team knowledge sharing.
- **Agile training improvement:** Conducted user research with 38 contributors and managers, identifying areas for enhancement in AEO's agile training service, leading to initiatives that improved collaboration across teams.
- **Process mapping workshops:** Co-facilitated 28 workshops across 15 IT business units, identifying pain points and unmet needs in the third-party product intake process, leading to enhanced efficiencies.
- **Portfolio management:** Collected user research insights into demand management experience to help improve resource and capacity management. Collaborated with IT managers to establish benchmarks and propose workflow enhancements.
- **Escrow operations study:** Co-led a user research study on escrow officers' operations, interviewing 10 stakeholders to improve efficiency and reduce fraud risk in real estate transactions.
- **Enterprise Wiki customer success lead:** Led improvements in customer success and user experience through feedback sessions and usability testing, driving enhancements in the enterprise wiki platform.

##### User Experience Design

- **Property Plotter UX design:** Transitioned as the UX design lead for the automated Property Plotter application, First American's first tool for generating property maps, which became a highly successful enterprise tool.
- **Wiki platform design:** Designed features, navigation, and content strategy for the wiki platform, raising the NPS from 44 to 88 within a year of launch.
- **Brand strategy leadership:** Led brand strategy initiatives, producing digital and print communication materials to promote IT operations, increasing awareness of IT programs and services.

## Lead UX Designer, Valorem Reply, Seattle WA

May 2017 – May 2021

*Valorem Reply is a digital transformation company that uses cutting-edge technology to deliver customer experience.*

- **iPad app design for pilots:** Co-led a week-long design-thinking workshop with over 20 commercial pilots, collaborating to develop a new iPad app that streamlined flight performance calculations and optimized fuel efficiency.
- **Service design of enhanced customer computer shopping experience:** Conducted user research at Best Buy and facilitated stakeholder workshops to understand customer decision-making, leading to the design of a personalized PC selection tool and an enhanced store.
- **Customer Digital Experience sales platform design:** Transitioned to lead UX designer for the Customer Digital Experience (CDX) platform, centralizing Microsoft Product Demos, Labs, and training experiences. CDX became one of the most used internal platforms at Microsoft.
- **Modern Workplace design system and portal page design:** Co-created and managed the Modern Workplace platform design system, ensuring consistent UX across all Modern Workplace tools.
- **CDX Admin tool redesign:** Redesigned the CDX Admin tool for managing permissions and created a content management system for Modern Workplace portals.
- **Microsoft Cloud Accelerator program digital transformation:** Sole UX Designer for Microsoft's first online Cloud Accelerator partner nomination program, exceeding expectations with over 45,000 workshop submissions post-launch. Designed a dashboard for tracking sales specialist qualifications and funding status.
- **Partner ISV Device training platform design:** Lead UX Designer for a training platform enabling field sellers to certify on Teams and meeting room devices. Designed a dashboard to monitor learning activities and manage device claims.
- **Microsoft Sensei NPS dashboard feature design:** Co-led UX design for the Sensei Net Promoter Score dashboard, optimizing reports to track Microsoft product performance and customer feedback, driving insights for user experience improvements.

## Lead UX Designer, SmartFocus (Formally PivotLink), Seattle, WA

Jul 2010 – Jul 2017

*A SmartFocus company, PivotLink, was a small technology software as a service (SAAS) firm of 75 people specializing in retail marketing intelligence and analytic applications that gave retail businesses insights into consumer behavior.*

### User Research

- **Usability sessions:** Led usability sessions with the internal sales team to gather and prioritize customer feedback, aligning design efforts with leadership to enhance the user experience.
- **Market analysis:** Conducted market studies to analyze competitor strategies, ensuring tools remained competitive in the SAAS industry.

### User Experience Design

- **Customer Performance Management (CPM) new application design:** Designed a CPM application with advanced customer segmentation and predictive analysis features, contributing to PivotLink's acquisition by SmartFocus.
- **Retail analytics tool redesign:** Co-led the redesign of the legacy Retail Analytics tool, streamlining user flows and adding an interactive dashboard for efficient report management and query handling.

## UX Designer, (Contract) for Microsoft Store, Seattle, WA

Sept 2008 – Jul 2010

Microsoft store was a commerce platform where customers could purchase hardware products such as Xbox consoles, PCs, and more or download digital content including software, apps, movies, games and more.

## User Experience Design

- **Microsoft Store UX design:** Contributed to the design and maintenance of U.S. and international Microsoft Store websites, including rebranding initiatives and new interaction design solutions.
- **Windows Anytime Upgrade tool design:** Led the UX design of the first Windows Anytime Upgrade interactive tool, collaborating with developers to adapt the design into multiple languages and integrate it into Windows system software.
- **Usability issue management:** Tracked, managed, and assigned usability issues across all Microsoft Store eCommerce sites to ensure customer success

## Additional Experiences

- **Lead UX Designer, SNAPforseniors.com** – Led design of Housing Locator tool for seniors and marketing efforts.
- **Lead UX Designer, Microsoft Studio** – UX lead for initiatives, including new Windows Validation tool to reduce piracy.
- **Web Producer, The Las Vegas Review-Journal** – Sole manager and UX designer of three different magazine websites.
- **Lead UX Designer, NexCura** - Led UX design of Cancerfacts tools that helped people make personalized treatment decisions.

---

## Qualifications

### Research

- **Qualitative and Quantitative research:** Heuristic evaluations, user interviews, usability testing, focus groups, content audits, contextual inquiries.

### Experience Design

- **Persona Development:** Develop personas to help team and stakeholders empathize with primary users.
- **Experience Mapping:** Map services and user journeys to enhance digital experiences.
- **Agile Practices:** Utilize Agile ceremonies to keep projects on track, within scope, and to mitigate risks, remotely and in-person.
- **Prototyping:** Create prototypes for development and presentation purposes.
- **Information Design:** Design digital products with a focus on user goals and needs while meeting business objectives.
- **Tool Proficiency:** Expert in Figma, Adobe Creative Suite, Miro, and Microsoft 360 with flexibility to learn new tools.

### Soft Skills

- **Innovative Problem-Solving:** Develop rapid design ideas to enhance user experience.
- **Web and Mobile Design:** Expertise in responsive design for web and mobile platforms.
- **Service Design:** Create journey maps and apply design thinking processes to improve B2B and B2C services.
- **Collaborative Work:** Effective in cross-time zone collaboration, flexible with meeting times to ensure project success.
- **Customer Empathy:** Prioritize empathy to design with the customer's needs in mind.
- **Strong Work Ethic:** Self-starter with a strong work ethic, committed to helping teams succeed, taking pride in all work.

---

## Education

- **Mastering Design Thinking Certificate**, MIT Sloan Executive Education
- **Master of Science in Psychology, Emphasis in Human Factors**, Grand Canyon University
- **Bachelor of Arts Applied Psychology**, City University of Seattle
- **UX Design Certificate**, Bellevue College Community College
- **Project Management Certificate**, City University of Seattle