

# Laura Terese Tritz

## UX Product Design Leader

Meridian, Idaho | (206) 334-8355 | [me@lauratritz.com](mailto:me@lauratritz.com) | [linkedin.com/in/lauratritz](https://www.linkedin.com/in/lauratritz)  
Portfolio: [lauratritz.com](https://lauratritz.com) (Use **PortReview** to review my portfolio)

---

UX and Product Design leader with 20+ years of experience driving enterprise transformation, digital innovation, and organizational change across SaaS, ecommerce, and enterprise platforms. Proven track record leading UX strategy, research, product design, brand initiatives, and cross-functional teams to improve adoption, customer experience, operational efficiency, and business outcomes. Trusted partner to executives, stakeholders, and product organizations in aligning customer needs with strategic business goals.

---

### Selected accomplishments

- Increased new enterprise Wiki NPS from 44 to 88 within six months through UX strategy and adoption initiatives.
  - Drove 45,000+ Microsoft Cloud Accelerator workshop submissions in the first month versus a 10,000 target.
  - Led global ecommerce experience modernization for Micron's Crucial brand.
  - Contributed to acquisition success through enterprise analytics platform innovation.
  - Supported nationally recognized healthcare technology initiatives, including a Webby Award-winning platform.
- 

### Professional experience

#### Product Design Strategist (Consulting)

Nov 2024 - Current

#### Freelance UX design, brand strategy, content strategy, print digital marketing

- Design websites, content systems, and brand experiences for organizations including Goldendoodle Baby, SafeHaven Counseling Center, and Resonant Logic, improving user journeys, messaging clarity, and conversion readiness.

#### Lead User Experience Designer (Contract) — crucial.com, a Micron Division, Boise ID

Jan 2024 – Oct 2024

*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 design, brand strategy, UX e-commerce migration

- Led UX strategy for the migration from Digital River to Adobe Commerce, delivering a global e-commerce experience across desktop and mobile through improved information architecture, streamlined user flows, and Agile execution in Figma.
- Strengthened global brand consistency by integrating Micron's corporate branding across Crucial's U.S. and international commerce sites, including design audits, accessibility improvements, and expansion of the Figma design system.
- Increased usability, engagement, and SEO performance by redesigning the Upgrade Selector tool into a guided, single-page experience that helps users find compatible memory and storage upgrades aligned with business and content strategy.
- Designed key ecommerce experiences including navigation, wish lists, and sharing functionality to improve engagement and product discovery.
- Designed and maintained campaign and product experiences in Adobe Experience Manager (AEM), supporting ongoing digital content operations and cross-functional marketing execution.

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

May 2021 – Oct 2023

*First American Title, a leading provider of title insurance and settlement services, relies on its IT department to support operations and ensure the reliability, security, and efficiency of its technology systems.*

#### Enterprise UX, brand strategy and internal process improvements

- Led UX design and adoption of the organization's first enterprise wiki, increasing NPS from 44 to 88 within six months through user research, information architecture, and experience improvements.
- Co-led research to identify IT workflow inefficiencies and improve Agile delivery across business units.
- Co-led enterprise workshops to redesign portfolio intake and capacity planning processes, improving governance and cross-functional alignment.

- Co-led stakeholder research to identify escrow workflow gaps and define enterprise system improvements that reduced operational risk and drove transaction efficiency.
- UX design lead for award winning enterprise tool Property Plotter, contributing to successful customer adoption and formation of a dedicated product team.
- Strengthened internal brand strategy and engagement through digital and print communications that drove visibility of IT programs and services across the enterprise.

### **Lead User Experience 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.*

#### **UX product design, user research, envisioning workshop cofacilitator**

- Progressed from co-lead to Lead UX Designer for Microsoft's Customer Digital Experiences (CDX) platform, transforming enterprise learning experiences and content management to improve scalability, adoption, and operational efficiency.
- Led UX strategy for Microsoft Cloud Accelerator, driving 45,000+ workshop submissions in first month versus 10,000 target.
- Co-created Microsoft's Modern Workplace design system to improve consistency and cross-team collaboration.
- Co-led PC retail conversion strategy for Windows by conducting UX research in Best Buy and co-facilitating workshops with Microsoft retail teams to design a personalized PC selection experience within Microsoft's consumer ecosystem
- Led UX design for Microsoft device learning and certification platform supporting global field teams, training management, and performance tracking.
- Led design of Microsoft product customer experience reporting system, Sensi, using Power BI to improve visibility into NPS, customer insights, and product performance.
- Co-led UX design of an iPad-based Operational Performance tool for commercial pilots, improving flight safety and fuel efficiency through user research and envisioning workshops with 24 pilots worldwide.

## **Foundational experience**

### **Lead User Experience Designer — SmartFocus (formerly PivotLink), Seattle, WA**

- Led UX strategy and design for enterprise retail analytics platforms supporting customer segmentation, predictive modeling, and executive decision-making for major retail organizations.

### **User Experience Designer (Contract) — Microsoft Store, Seattle, WA**

- On the UX team that designed the first digital commerce experience, Microsoft Store and through three different redesigns across U.S. and international commerce platforms.

### **User Experience Product Designer — SnapForSeniors, Seattle, WA**

- Designed user-centered housing search tool and led full brand and marketing redesign initiatives to improve accessibility and decision-making for senior care audiences.

### **Senior UX Product Designer — NexCura, Seattle, WA**

- Led UX and brand strategy for Cancer Profiler tool and corporate identity, contributing to company growth and national recognition, including a Webby Award.

## **Further education and certificates**

- 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

## **Skills**

**Core Competencies:** Organizational Transformation, UX Strategy, Product Strategy, Design Leadership, User Research, Customer Experience (CX), Enterprise Transformation, Stakeholder Management, Cross-Functional Leadership, Change Management, Product Discovery, Information Architecture, Design Systems, Service Design, Content Strategy, Brand Strategy, Design Thinking, Workshop Facilitation, Journey Mapping, Agile Product Development, Customer Success

**Tools/Platforms:** Figma, Miro, Power BI, Adobe Creative Suite, Adobe Experience Manager (AEM), Jira, AI-Assisted Design & Research