

Laura Watanabe

Sr. User Experience Designer

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EXPERIENCE

Sr. User Experience Designer

Neogen Corporation

Sep 2022 - Nov 2024

Lansing, MI (Remote)

Collaborated with design researchers and industrial designers to create innovative connected solutions for the food processing, animal protein, and agriculture industries. Designed desktop data management software and hardware-embedded displays, partnering with OEMs for seamless integration. Led workshops and user testing sessions to validate concepts and built a corporate design system to ensure consistency and scalability.

Sr. User Experience Designer

3M

Jul 2022 - Sep 2022

Maplewood, MN (Remote)

3M Food Safety Division (FSD) was acquired by Neogen Corporation.

User Experience Designer

Nerdery

Feb 2022 - Jul 2022

Chicago, IL

Leveraged the Google Material Design System to design registration flows and landing pages for the Google Next '22 Conference, optimized for desktop and mobile. Collaborated with product managers and developers to create gamification badges, boosting engagement with interactive elements.

User Experience Designer

Wunderman Thompson

May 2021 - Jan 2022

Chicago, IL

Developed a comprehensive design system for Optum Health Care to streamline and unify the user experience. Partnered with Visual Designers, Copywriters, Content Strategists, and Developers to consolidate six public-facing experiences into a single, customer-centric destination on optum.com.

User Experience Designer II

CSG

Jul 2019 - May 2021

Chicago, IL

Conducted market research and analyzed insights to inform product strategies. Developed user flows and sitemaps to clearly convey design concepts to stakeholders. Collaborated cross-functionally with Product, Engineering, Sales, and Services teams to achieve project goals. Oversaw and enhanced design systems to streamline processes, eliminate inconsistencies, and minimize design debt.

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EDUCATION

General Assembly

UX Design Certificate

Sep 2017 - Nov 2017

Chicago, IL

University of Wisconsin - Stout

BFA, Industrial Design

Minor, Color Theory

Aug 2010 - May 2013

Menomonie, WI

SKILLS

User Experience

Component libraries

Design systems

Figma

Miro

Sketch

Research & Testing

A/B Testing

Heat Maps

Prototyping

User Interviews

Development

Azure DevOps

Confluence

JIRA

SharePoint

Strengths

Achiever

Learner

Team player

Restorative

Strategic