



LAURA SWEARINGAIN

678.447.7166 • Marietta, GA • lauraswearingain@gmail.com

Portfolio:
Iscreative.design
Password: ADeeperLook

SUMMARY

Product design and UI/UX expert with 15+ years experience and 23+ years in creative direction. Skilled in user-centric design, strategy, research, and design systems.

Proven record of cross-functional collaboration, ADA compliance, and leading international teams. Available to start in the next few weeks

SKILLS

DESIGN MANAGEMENT

Creative Direction ◀
Conceptual & Strategy Direction ◀
Mentoring & Leadership ◀
Project & Team Management ◀
Client Personations ◀
Complex Problem Solving ◀
Product Lifecycle ◀
MVP Definition ◀
Communication with Stakeholders ◀
Cross-functional Leadership ◀
Agile & Design Sprints ◀

PRODUCT DESIGN

Web, UI/UX, & SaaS Design ◀
Wireframes & Interactive Prototyps ◀
Design Systems & Design Tokens ◀
ADA / Accessibility / WCAG ◀

USER RESEARCH

Qualitative & Quantitative Methods ◀
Usability Tests & User Interviews ◀
Atomic Research ◀
Customer Journey Map (CJM) ◀
A/B testing ◀

TOOLS

Jira, Confluence, & Miro ◀
Optimizely & AB Tasty ◀
Figma, Sketch, Adobe XD, Axure ◀
HTML, CSS, PHP ◀
Bootstrap, Material, Ant, Tailwind ◀
Google Analytic & Hotjar ◀
Adobe Creative & Microsoft Suites ◀
AI & ChatGPT ◀

AGENCY EXPERIENCE

Jan 2025 - Present • LS Creative • USA (Remote)

Creative Director / Product Design Lead: Helping clients gain a strategic advantage though combining Product Design and Branding. Leading projects in user centric design, strategic guidance, design thinking, user research, and design system development.

Sep 2022 - Jan 2025 • Annexus Health • Pittsburgh, PA (Remote)

Product Design Lead: Spearheaded SaaS product development efforts by facilitating cross-functional teamwork, which ensured alignment with company OKRs, streamlined user experience, and increased patient support initiatives.

- › Implemented a design process that clarified project scopes and requirements, resulting in a significant reduction in development time and minimizing scope creep within 4 months.
- › Launched a comprehensive user feedback system, including quarterly surveys, an in-app feedback feature, and weekly user round tables, significantly increased user engagement by 38% within 6 months and provided valuable product insights.
- › Increased our System Usability Scale (SUS) score by 18% through implementing a new design system and a user-centered design approach, which significantly improved the usability of AssistPoint and ensured compliance with level AA of the ADA standards.

Jan 2021 - Oct 2022 • Brunner • Atlanta, GA/Pittsburgh, PA (Remote)

Sr. UI/UX Designer: Oversaw the User Experience and strategic direction for web-based project, establishing a comprehensive UI/UX and design process that improved deliverable, enhanced team productivity, and fostered collaboration among designers, marketers, copywriters, researchers, and developers.

- › Developed strong relationships with internal and external stakeholders, effectively delivering results that met end-user needs and aligned with business objectives.
- › Initiatives resulted in notable successes, like a 6% rise in average user session duration for Goodwill of North Georgia, an 18% YOY increase in "Find a Pro" interactions for Rinnia, and a +53% YOY decrease in bounce rate for IUP.
- › In 2022, I expanding the client base for Brunner by establishing collaborations with external agencies in need of UX and design consultant services.

Nov 2019 - Nov 2020 • Group Bayport • Lawrenceville, GA (Remote)

Creative Director: Led a diverse international team comprising designers, marketers, writers, and developers, providing crucial brand direction and marketing strategies for seven companies within the Group Bayport portfolio.



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Linkedin:
Iscreativdesign

RECOMMENDATIONS

Laura is a great coworker. She is supportive of her team and is very productive, even in high-pressure environments. She is not afraid of large workloads and will keep leadership informed of statuses and/or issues with projects, as needed. She is very knowledgeable about UI/UX industry standards and will ensure that the work being done within the system will be high caliber. Laura and her team were able to do some very impressive things for our system. Her work has helped to streamline multiple processes which was appreciated by our users. I believe that she would be an asset to any company with a UI/UX team..

Robert Patrus
Project Manager & Previous Co-Worker

Laura is a consummate professional and top-notch team leader. She is always looking for innovative answers in her problem solving and empowers everyone in her department to find their voice and contribute to creative solutions. Her knowledge of design, brand building, UI/UX, customer actions/interactions, visual aesthetics, copy - everything under her purview - is both impressive when taken individually and powerful when taken collectively. Combine that with strong organizational skills and work flow direction and management, her results-oriented approach never fails to produced strong increases across all measurable data metrics.

Patrick Mulvihill
Copy Writer & Previous Employee

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- › In 2020, Implemented design workflows that featured a Jira, creative briefs, and a systematic filing organization in Dropbox. Furthermore, I developed a departmental budget aligned as our in-house agency.
- › Formulated marketing and branding strategies for seven companies, along with a content strategy for the upcoming year. Leading to a remarkable increase in monthly sales by 500% for Covers&All, driven by a threefold boost in email open rates and a fourfold increase in click-through rates.
- › Additionally, the rebranding of Neon Earth was completed in anticipation of its late 2020 launch, encompassing a new website, branded materials, and a detailed launch plan that included garnering over two dozen international artist.

Sep 2018 - Aug 2019 • Corporate Reports: Atlanta, GA (Remote)

Sr. Art Director: Led creative design and managed a team to produce digital and printed annual reports for Fortune 500 clients, introducing innovative processes to exceed industry standards.

- › Created sustainable online annual report solutions with advanced CMS technology for easy updates, boosting client retention and attracting new business. While providing innovative concepts and enhanced user experience to major clients like Clorox, Tyson, Hilton, and UPS.

Jun 2017 - Sep 2018 • Pixel Positive: Marietta, GA (Remote)

Co-Owner - Creative Director: Led branding, marketing campaigns, corporate communications, and product launches for boutique firms to Fortune 500 companies. Focused on brand strategy, identity creation, user-centered design, and marketing materials, while enhancing internal operations and client relations.

- › Enhanced brand experience resulted in a 40% increase in membership sales for X3 Sports. Furthermore, enhanced user experience and content boosted Routematch's website traffic by 38.3% and raised conversion rates by 9%. IBC in Dubai evolved from a basic course organizer to a prestigious international academy.

Jan 2017 - Jun 2017 • Applied Imagination: Peachtree Corners, GA

Contract Creative Director: Established a highly effective team of leading UI/UX designers, researchers, content creators, and SEO specialists to enhance the company's services and deliverables. Improved design methodologies, optimized project management, and focused on developing and mentoring the core team.

- › Delivered client presentations showcasing innovative concepts and advanced designs. Transformed Massie's band, a CPA and law firm in Atlanta, to reflect a modern aesthetic and highlight their technology-driven services.
- › Spearheaded a 0-1 project, resulting in the development of Massie's proprietary SaaS application, which improved client acquisition and strengthened their competitive position in the market.



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EDUCATION & COURSES

JAN 2010 - MAY 2013

Georgia State University

BFA in Graphic Design - 3.6 GPA

Focused on UX/UI design.

Minors in Business and Marketing.

Courses

2021 - IAAP Web Accessibility
Specialist (WAS)

2019 - W3Cx - Introduction
to Web Accessibility

Jul 2015 - Nov 2016 • Hot Sauce: Roswell, GA

Sr. Art Director: Led and mentored the creative team in developing innovative branding, websites, ads, motion videos, user experiences, and print collateral. Established standards for project management, workflow, and new creative processes.

- Optimized Southern Company's Online Customer Care portal to boost website traffic by 45% in one year. Successfully reduced service call volume and in-person services by 30% while enhancing online customer service utilization.
- Lead the 0-1 SaaS project, Innovolt Management Cloud, providing users with critical insight and control into the power environment of their key electronic assets.

JUN 2005 - JUL 2015 • Freelance & Contract Design • Sharp Designs

Apr 2014 - Jul 2015

DL Creative - Roswell, GA

Sr. Graphic Designer/Art Director

Aug 2014 - Apr 2015

Coca-Cola Studios - Atlanta, GA

Sr. Graphic Designer/Art Director

Apr 2014 - Aug 2014

Denmark (The Agency) - Marietta, GA

Art Director

Jul 2013 - Apr 2014

Dodge Communications - Marietta, GA

Sr. Graphic Designer

Aug 2012 - Jul 2013

GSU Office Of Diversity - Atlanta, GA

Graphic Designer

Sep 2012 - February 2013

Jacobs Engineering - Norcross, GA

Graphic Designer

Aug 2011 - Sep 2012

The Propel Agency - Atlanta, GA

Graphic Designer

May 2012 - Aug 2012

Superlux - Atlanta, GA

Motion Designer intern

May 2008 - Sep 2008

Edwards Printing - Buford, GA

Print Graphic Designer

Jul 2007 - May 2008

All Ways Graphics - Wilmington, NC

Jr Graphic Designer

Jun 2005 - Sepr 2006

Heritage Printing Inc - Buford, GA

Production Artist

MAY 2002 - APRIL 2012 • Early Leadership

Apr 2006 - Apr 2012

US Army Reserves - Macon, GA

Sergeant, 92G And 25M

May 2010 - Oct 2011

GSU Digital Aquarium - Atlanta, GA

Student Assistant Manager

May 2002 - Jun 2010

Stonehedge Events - Buford, GA

Marketing Manager & Event Coordinator

Oct 2002 - Jul 2009

Officemax - Jacksonville, NC

Impress Supervisor

A TIME LINE OF MY EXPERIENCE

