

Louise Carolita Laub

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EDUCATION

California College of the Arts
Masters of Design, Interaction Design
2016

Rhode Island School of Design
Graphic Design
1991

CERTIFICATIONS

Design To Be Group Training

The Regenesys Group,
Regenerative Practitioner
Series

Urban Permaculture
Institute of San Francisco

SKILLS

Design

XP, User Experience, User Interface,
Interaction Design, Graphic Design,
Systems Thinking, Wireframing,
Visual Design, Service Design,
Prototyping, Motion + Animation,
Design Strategy, Usability Testing,
Information Architecture

Research

Design Research, Personas, Journey
Mapping, Service Blueprinting

Leadership

Presenting, Storytelling

EXPERIENCE

Carbon Five
San Francisco
2020-2023

Principal Product Designer

- Led design team and UX/UI design for RVL Pharmaceuticals UpNext customer- and internal-facing pharmacy management app.
- Oversaw UX/UI adaptation of IDEO design prototypes for Drucker Institute's Bendable, lifelong learning platform giving users in South Bend, Indiana access to 1,100 online resources.
- Led project kickoff of UX/UI design for Admin Suite for building resource library at bendable.com, used nationwide.
- Conceptualized, designed, and presented user flows for 'Bendable Buddies' social platform.
- Managed project kickoff for rebranding and UX/UI design of web and mobile app for Food Rescue Alliance, network of 32 member organizations; 90,000 pickups completed using software.
- Led project kickoff, UX/UI design, user testing, and management of component library for Variant's Roger 2.0 mobile trucking logistics app.

2002-2020

Career Break (Parenting)

ADDITIONAL EXPERIENCE

Apple
Cupertino
1998-2002

Senior UI Designer

- Led concept, strategy, design, and layout for apple.com website, with responsibility for home page and all hardware and software product pages.
- Created online visual design system, including page layout, typography, visual concept, icon design, imagery, navigation, microactions, and motion sketching for site features, implementing principles still used on the current website.

Animatrix
Palo Alto
1994-1997

Senior UX/UI Designer Clinique Laboratories

- Created multi-channel marketing system available at 500 cosmetic counters nationwide, and brought Clinique brand to the internet.
- Translated existing design/marketing system into consistent formats within one large data structure, and built UI displaying information quickly and elegantly onscreen.
- Collaborated with executive staff to create pioneering series of interactive projects to reinforce branding and drive fourfold sales growth with 60% purchase conversion rate.

Walt Disney Pictures

- Conceptualized, designed, and produced launch of movies.com and all websites for that year's films, including the most-visited children's website worldwide that year (101 Dalmatians).