

Lauren “Lela” Kodai LaCroix

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With a background in design consulting, my experience has been focused on internal tools and organization to improve customer facing experiences from the inside out. I've worked with companies of all sizes from early start-ups to tech giants. I took a hiatus from UX during the pandemic to explore other opportunities, but I'm back and ready to hit the ground running!

Founder: Very Important Pooch 2021 – Present

Certified, in-home dog massages

Director of Design: Handled 2019 – 2020

Faux start-up focused on using AI to make national moves cheaper

- Parent company was Mayflower/United Van Lines.
- Developed a UI component library in collaboration with the marketing team, leading to faster product development.
- Streamlined user flows for a more efficient and improved customer experience.
- Planned to build and manage a team of 5-7 designers by year-end, unfortunately not realized due to company closing.

Director of Front-End Development: SignalFrame 2018 – 2019

Start-up focused on public information aggregation for analysis

- Designed an internal dashboard to effectively track 700M+ daily incoming data points.
- Utilized D3.js and other libraries to explore 2D and 3D data visualizations for better data exploration.
- Empowered business development with customizable on-demand report creation interfaces.
- Ensured consistency across all tools by implementing and maintaining a UI component library.
- Led and managed a team of javascript engineers while delivering projects aligned with upper management goals and timelines.

Senior User Experience Designer: Bitovi 2015 – 2018

Javascript web-app consultancy

- Led UX design for web and mobile applications for high-profile clients such as Lowe's, Levi's, Sam's Club, Apple, and several start-ups.
- Collaborated closely with development teams to ensure seamless implementation of designs and the creation of component libraries.

Hard Skills

- Wireframing
- Prototyping
- User Flows
- Journey Maps
- Info. Architecture
- Responsive Design
- User Testing
- A/B Testing
- User Surveys
- HTML / CSS
- LESS / SCSS
- Javascript
- Version Control

Soft Skills

- Project Leadership
- Feature Prioritization
- Agile Workflows
- Team Collaboration
- Client Handling
- Complex System Distillation

Software Experience

- Axure RP
- Sketch
- InVision
- Photoshop
- Principle (animation)
- Figma
- Github
- Atom
- Sublime Text
- Notion
- Jira
- Trello
- Asana
- Mac Terminal

- Worked alongside client design/development teams to promote collaboration and a positive work environment.
- Conducted user testing to guide product decisions and improve overall user experience.
- Covered all aspects of the UX process as needed.

User Experience Engineer: Incomm 2013 - 2015

Leader in digital gift card space

- Designed white-label gift card sale widgets for companies to plug-and-play into their own websites.
- Designed and built email templates for gift card delivery and other customer services.
- Designed and built a SCSS framework/living style guide to bring consistency across all products.

User Experience Designer: Burnside Digital 2013

Information Technology Specialist: CSU, Chico 2009 - 2012

Education

California State University, Chico 2006 - 2010

- B.S in Computer Graphics
- Graduated Magna Cum Laude

NW School of Animal Massage 2021

- Certificate in Small Animal Massage