

Lela (Lauren) Kodai LaCroix

Contact: lela.kodai@gmail.com | Portfolio: laurenkodai.com | Location: Portland, OR

With over a decade in UX design and software development, I have a broad set of experiences from my times both as an in-house designer, and as a design consultant. Overall, my main focus has been on improving internal software to improve customer-facing experiences from the inside out. I am skilled in distilling complex workflows into clean and easy to understand interfaces. I have a technical background, for a designer, preferring to build my own interface designs out with HTML & CSS before handing them off to a developer for connection to an API. This preference also goes hand-in-hand with my love of building design systems and component libraries for scalable development workflows. I prefer to work for smaller companies where I can be a part of many stages of production, and have a larger impact on the work we achieve together.

Founder: Very Important Pooch 2021 – Present

Certified, in-home dog massages in Portland Oregon

I took a break from software design to ground myself and develop other skill sets. Becoming a small business owner has given me new perspectives to include in my design processing. Being self-employed has also given me a deeper appreciation for the benefits of being a W2 employee.

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.
- 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

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