

Laura(Loe) Nudell Lee

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Portfolio: www.hiloelee.com

EDUCATION

UNIVERSITY OF MINNESOTA

Bachelor of Arts, May 2008

Major in Art, Minor in Economics

EXPERIENCE

Jun 2018-Present

HUBSPOT

Remote

Design Manager

- Manage 8 designers on HubSpot's Content Group product team-running weekly 1:1s and coaching to ensure designers stay aligned with HubSpot's business priorities, design values, and voice
- Own and design complex, cross functional, high impact projects like HubSpot's Calculated Properties, multi currency, SEO, and list building-solving for HubSpot's expanding enterprise customer base and the preexisting 300K+ weekly active users
- Design, workshop, and implement product group's mission, vision, and goals to ensure all members, regardless of title, have customer empathy and a shared understanding of group priorities as we scale
- Collaborate, design, and participate in HubSpot's interview processes for Product Managers, Product Designers, and Tech Leads

Sept 2016-Present

HUBSPOT

Cambridge, MA

Senior Product Designer

- Partnered with Product Management and Engineering to research, design, and develop HubSpot's content management tool and the HubSpot CRM
- Ran user interviews, whiteboard, design in Sketch, design click through prototypes, iterate, and collaborate with engineering to implement, track success metrics, and analyze results over time
- Mentored junior designers to help them develop their skills and become more confident, holistic thinking leaders

Nov 2015-Sept 2016

YOZIO

San Francisco, CA

Senior Product Designer

- Participate in daily scrums with CEO, Product, and Customer Success to sketch, wireframe, and prototype Yozio's core and future products
- Run user interviews - analyzing qualitative research findings to create concrete actionable results for Product and Design

- Collaborate closely with developers to build, test, and release new product, designing within technical constraints

Nov 2014-Nov 2015 IDEASCALE Berkeley, CA

Head of Product

- Hired and managed Product team of four
- Instituted product development process across the 50 person company-implementing weekly and quarterly product roadmaps, staging environments, biweekly sprints, retros, and alignment meetings with sales, marketing, and customer support to stop selling vaporware and start working toward common goals
- Enforced human-centered design culture-running design workshops, usability testing, and customer visits
- Ran weekly planning meetings with CTO and 20 person remote engineering team to ensure engineers are doing meaningful, high impact work with a clear understanding of customer problems

Sept 2013-Nov 2014 MARKETO San Mateo, CA

Product Designer

- Lead product strategy, design, and development for Marketo's Online Community-running weekly prioritization meetings with executive stakeholders and servicing fifteen thousand daily users
- Design Marketo Support Team Tool to measure the effectiveness of help articles to generate more helpful content and save money on Support
- Build, automate and streamline Community development processes from the ground up using JIRA epics, workflows, and field customization
- Partner with System Operations team to build and execute monitoring and escalation processes and to implement Solr search function

Mar 2013-Sept 2013 NEXERCISE (SWORKIT) Oakland, CA
User Experience Design Consultant

- Research market and do competitive analysis, defining target demographic and understanding user behavior, goals, and motivations

May 2012-Jun 2013 ART.COM Emeryville, CA
User Experience Assistant and Email Associate

- Assisted User Experience Team with usability testing ideation, test plans, and test execution to increase conversion on mobile

EXTRACURRICULARS: Writer and singer for Loe & the Nastys, a jazz neosoul group. Diversity, Inclusion, and Belonging advocate. Backpacking enthusiast.