

Laura Martinez

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DIRECTOR OF DESIGN

Visionary experience design leader with 15+ years of success in establishing the strategic direction and creating the conditions for success to build innovative products. Proven expertise in evangelizing for the customer and implementing design thinking best practices within high-growth environments and leveraging qualitative and quantitative research while balancing business outcomes to deliver meaningful impact. Recognized leader and mentor of multidisciplinary design teams dedicated to leading effectively through change and ambiguity. A passion for guiding cross-collaborative teams to deepen their understanding of the customer and the experience to deliver the best work of their careers.

CORE COMPETENCIES

People Leadership | Design Strategy | Customer Research | Experience Design | Workshopping | Service Design
Customer Journey Mapping | Service Blueprinting | Prototyping | Storyboarding | Interaction Design
Design Thinking | Rapid Experimentation | Usability Testing | Cross-Functional Collaboration | Visual Design
Agile | Sprint Planning | PI Planning | Visioning | Storytelling | Project Planning | Resource Allocation

CAREER EXPERIENCE

Capital One – Plano, TX

2016 – Present

DIRECTOR, EXPERIENCE DESIGN (2023 – PRESENT)

Led multiple cross-functional teams to gain an understanding of the customer, establish a vision, create a roadmap to reach an ideal state, align on priorities, optimize resource allocation, and drive business impact.

- Managed 8 designers across 4 teams.
- Led weekly design reviews to elevate design quality across products.
- Worked directly with the senior executive leadership team to ensure organizational alignment and advocate for design-led initiatives.
- Streamlined research processes that eliminated duplicate efforts and reduced lead times from 2 months to 2 days, empowering teams to innovate more efficiently and effectively.
- Led an initiative to eliminate arbitrary uniqueness across multiple products, enabling cross-disciplinary resources to focus on high-priority tasks, resulting in a single code base, improved design quality, and consistency with the design system.
- Implemented a comprehensive learning plan across multiple teams and work streams, ensuring alignment on hypotheses and experiments and bringing visibility to research outcomes.
- Partnered with data science and executive teams to define customer groups and outcomes and established an AI framework for a modern, personalized customer experience.
- Implemented quarterly PI planning across 10 product teams to eliminate inconsistencies, identify areas to collaborate, and ensure the highest leverage work was being prioritized.

SENIOR MANAGER, EXPERIENCE DESIGN (2020 – 2023)

Led multiple design teams to guide design, establishing ownership within every stage of the product development lifecycle, including leading discovery and research, workshopping and collaborating with cross-functional teams, defining the best solution, executing high-quality designs, and measuring results and impact, iterating consistently based on findings.

- Created a design team plan and aligned with executive leadership. Implemented and leveraged Agile methodology to track progress and provided strategic direction.
- Managed a team of 6 designers providing coaching and professional development, resulting in 2 promotions.
- Presented a business case to senior leadership that increased pod funding, impacting email volume with a 30% lift and delivering \$1.4B in originations.

USER EXPERIENCE DESIGN MANAGER (2016 – 2020)

Hired to head the Auto Navigator UX experience team, overseeing 2 technology pods and a team of 7 product and project managers and visual and service designers. Partnered with executive and business leadership to prioritize and drive customer-centric outcomes, ensuring alignment with overall business goals.

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CAREER EXPERIENCE CONTINUED

- Recognized with the "Herbie" Self-Driven Award for performance excellence, establishing a strategic vision, comprehensive roadmap, and action plan to execute research objectives and ensure the precise delivery of timelines and outcomes.
- Built the website's information architecture, conducted customer interviews, and analyzed qualitative and quantitative data, resulting in 2 dominant archetypes and a solid understanding of product experiences and customer journeys.
- Conducted rapid, iterative prototype research to position Capital One as a partner in the car-buying journey and simplify customer experiences across car shopping, financing, and communication with dealerships.
- Created an API for sending customer leads directly to dealership CRMs, contributing to an efficient customer roadmap and establishing the foundation for Capital One Auto Finance's second-largest revenue stream.

D.R. Horton – Fort Worth, TX

2011 – 2016

PRODUCT MANAGER | DIGITAL MARKETING MANAGER, USER EXPERIENCE (2014 – 2016)

Led and managed the CMS product management team, consisting of 3 business analysts and 1 project manager, while fostering strong relationships with technology vendors. Architected seamless, quality user experiences across products, managing brand strategy and consistency for all 4 brands within the portfolio.

- Launched warranty services within Microsoft Dynamics CRM, covering 78 markets across 27 states.
- Oversaw marketing and sales events to connect internal teams, share best practices, and foster collaboration. Launched in 2014, the conference continues to thrive, hosting over 200 attendees annually.
- Created an RFP to secure funding for DigiZuite Digital Asset Management (DAM) and deployed DAM tool with an Agile approach, effectively managing assets and saving over \$20K through accurate license renewals and deactivations.
- Administered a project plan with clear priorities and milestones, deploying an Agile model to improve alignment, reduce churn, and enhance resource management and milestone tracking.
- Conducted research to understand the manual warranty claims process and developed a digital solution that streamlined submissions, improved tracking, and generated a clear record for audits and legal cases.

UI/UX DESIGNER (2011 – 2014)

Joined the UI/UX team to support user research, design, and usability efforts in relaunching DRHorton.com and revamping the site's functionality and user experience. Supervised a team of 8 designers throughout the project while designing wireframe prototypes and validating new user flows through rigorous usability testing.

- Optimized user interactions and interface design by executing critical user interviews, conducting competitive analysis, and performing clickstream analysis to derive actionable insights for design improvements.
- Achieved cost savings of over \$500K by meticulously managing the billable hours of all external vendors, improving resource allocation and project efficiency.
- Created an RFP to secure funding for a builder website with large imagery and interactive plans, resulting in 16 additional team members and successful implementation across multiple locations.
- Developed information architecture, interactive wireframes, and technical specifications for the new website, aligning with internal and vendor teams, reducing rework, and providing clarity throughout the project lifecycle.

***Additional Experience:** Art Director, Rocket Red | Senior Graphic Designer, U.S. Shade & Fabric Structures | Graphic Specialist, the U.S. Census Bureau | Web Designer, B2B Web Ventures | Production Designer, Maloney Strategic Communications | Graphic Design & Production Artist, International at Mary Kay, Inc.*

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Arts in Communications (Advertising), University of Texas at Arlington

Certifications: Foundations in Creative Leadership IDEO | Design Thinking Instructor for Capital One/Adaptive Path

COMMUNITY ENGAGEMENT

GCS Mom's League, Vice President of Community, 2024 – Present

GCS Mom's League, Membership Committee, 2022 – 2024

The Big Give, Board of Directors, 2019 – 2021