

Laurie Jakubiak

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I'm a UX Leader who has been building a team and driving product design strategy at Bose for the last 4 years. I lead teams, can draw out the voice of the customer, care a lot about culture, and can roll up my sleeves and design as well.

Work Experience BOSE, Framingham, MA

UX Manager, Nov 2019 – Present

In my latest role at Bose, I have had the opportunity to be a driving force in building, maintaining, and maturing UX design capabilities, leading a team of 20 UX designers. I collaborate with Creative Leads to set design standards and manage the design team. I am working with cross-functional leadership to bring those design standards forward in the form of a robust component library and design system, creating efficiencies in the way we work. I regularly connect with divisional and category leadership to ensure the right resources are supporting the work so that we can create experiences our customers love. I manage the financial aspects of our function and how it supports the business. I have established peer reviews so our team culture is one where teammates gracefully accept feedback knowing it will strengthen their work and their capabilities as a designer.

UX Design Lead, Sep 2017 – Nov 2019

As UX Design Lead at Bose, I oversaw the Bose Connect app in a role where I was able to not only lead the app strategy and a small team of UX designers, but also rolled up my sleeves and designed alongside the team every day. I guided and mentored less experienced designers in their work, providing direct feedback when needed, but also asking questions of our work in a way that guided us to think more deeply and learn from that feedback so it can be applied to other work in the future.

PLACESTER, Boston, MA

Director of User Experience, Mar 2014 – Jul 2017

At Placester the UX team built interfaces for web and native mobile applications. I worked very closely with Product, Engineering, and Exec teams in an agile, collaborative environment, strategizing on product design. I managed and lead a team of UX designers while also designing myself when needed. I am most successful when I am enabling individual team members to shine by reviewing, setting direction, and refocusing but not figuring it all out for them. Under my direction, the team has implemented and nurtured Placester Labs, a group of customers readily available for user research studies — lessening the barrier to entry for our team to validate designs with users.

PAYPAL, Boston, MA

User Experience Manager, PayPal Media Network, May 2011 – Mar 2014

I led a team of 6-8 talented user experience professionals, consulted with agencies and retail clients on rich media, responsive, web and mobile advertising design, developed best practices for design and process in mobile advertising. I designed an internal web tool for launching mobile advertising campaigns, from strategy, discovery, wireframes, design; interacting with dev and business teams throughout. More recently, consulted on the development of demand generation products, including, strategy, wireframes, creative direction, market research, prototyping, usability testing, design; working with an agile, multi-disciplinary team to deliver responsive, customer-driven experiences.

Work Experience **WHERE, Inc., Boston, MA (acquired by PayPal)**

(cont.) **User Experience Designer, Aug 2007 – Aug 2010**

Responsibilities included designing mobile experiences for WHERE mobile application and traffic.com on platforms including iOS, Android, and various other devices. Lead designer for mobile advertising platform and creative services.

FOUR MANGOS, Cambridge, MA

Freelance Creative Director, Aug 2002 – Aug 2007

Engaged clients in workshops to identify current landscape and future needs. Provided design direction and UX leadership, web design, visual information design, competitive analysis and web advertising design. Delivered creative, client-focused solutions for Thompson ELT, McKesson, edocs, and DSW Shoe Warehouse.

SAPIENT, Cambridge, MA

Senior User Experience Designer, Nov 1999 – Mar 2002

Designed user-centered web sites from concept to implementation focusing on brand strategy, strategic business context, and visual design. Designed visual systems, developed project plans, studied site usability, created style guides for site implementation, and worked with various disciplines within the company; consulted on new business pursuits and designed presentations. Clients included, Audi USA, NYISO, Comcast, and Morningstar Financial.

Education **MASSACHUSETTS COLLEGE OF ART, Boston, MA**

Master of Science in Art Education, Dec 2004

UNIVERSITY OF HARTFORD, Hartford Art School, West Hartford, CT

Bachelor of Fine Art in Graphic Design, May 1996

**Awards, Exhibitions,
and Affiliations**

UXPA Boston

Graduate student speaker, Massachusetts College of Art Commencement – May 2005

MSAE Thesis Exhibition, Arnhiem Gallery, Boston, MA – September 2004

Teaching for Artistic Behavior Partnership (TAB) <http://www.teachingforartisticbehavior.org> - collaborated on a book focusing on best practices in choice-based art education.

Creative Interests

Visual Note Taking, Typography, Collage, Printmaking, Sewing and Fiber Arts, Art Education