

Laura Fuson

Product UI & UX Designer focused on solving complex problems through thoughtful, human-centered design. Known for balancing visual craft with functional clarity, I create accessible, brand-aligned digital experiences that perform as well as they look.

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Work Experience

MRM | Senior UX Architect

December 2021 – Current

- Lead user-centered UX strategy and architecture for General Motors corporate digital platforms, driving increased user satisfaction and contributing to #1 and #2 mass-market rankings according to J.D. Power.
- Own end-to-end UX architecture across complex, enterprise experiences, aligning user needs, business objectives, and technical constraints to reduce UX debt and improve overall experience quality.
- Partner closely with product, engineering, analytics, and strategy teams to define data-informed UX solutions, influencing roadmap prioritization and experience-level decision making.
- Design and scale brand systems and pattern libraries to establish consistent user behaviors, enabling cohesive execution across multiple GM brands and supporting product discovery and sales-driven flows.
- Plan and conduct in-depth user research, including interviews, surveys, and usability testing, translating insights into actionable UX strategy and system-level improvements.
- Lead stakeholder presentations and reviews, clearly communicating functionality, user value, and high-impact behavioral patterns to drive alignment and buy-in.
- Champion accessibility and inclusive design practices, ensuring WCAG 2.2 compliance and improving usability for diverse user needs across enterprise platforms.

Moncur | Art Director & UX Designer

September, 2018 – December, 2021

- Directed end-to-end visual and UX design projects across print and digital media, delivering high-quality, brand-aligned experiences that met client objectives and drove engagement.
- Partnered with clients to translate complex business goals into intuitive, human-centered solutions, streamlining workflows and improving usability across campaigns.
- Mentored and inspired design team members, establishing best practices, promoting creative innovation, and fostering skill development to elevate overall team performance.
- Developed reusable design systems, templates, and pattern libraries, enabling faster project delivery and consistent execution across multiple client initiatives.
- Presented design rationale and strategic recommendations to stakeholders, securing alignment and driving adoption of high-impact creative solutions.

Skills

Adobe Creative Suite

Adobe Experience Manager

Figma

Microsoft Office

User Research & Analysis

Interaction Design

Information Architecture

Prototyping & Wireframing

Usability Testing

Design Thinking

Stakeholder Presentations

UX Strategy

Visual Design

Education

Grand Valley University

Fine Art School

Diploma of Graphic Design

Specs Howard School of Media

Outstanding Achievement Award

Associate's of Arts & Associate's of Liberal Arts

Macomb Community College

Honors for the Two Year College

View more work experience: linkedin.com/in/laurafuson