

Laura Fuson

Senior UX and Art Director

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Summary

Senior UX designer and Art Director with 15+ years leading enterprise digital platforms from strategy through execution. Skilled at translating complex business and user needs into accessible, brand-aligned experiences that improve satisfaction and drive measurable results.

Career Experience

Senior UX Architect at MRM *Dec 2021 – Present*

- Lead UX strategy and architecture for 3 GM's corporate digital platforms, contributing to #1 and #2 J.D. Power mass-market rankings and increased user satisfaction for GMC.
- Delivered UX design and development of the GMC homepage, earning industry recognition.
- Own end-to-end UX architecture for enterprise experiences, reducing UX debt and raising overall quality.
- Partner across strategy, analytics, and creative teams to translate business insights into UX solutions that guide product direction.
- Build and scale brand systems and pattern libraries, driving consistent execution across multiple GM brands.
- Conduct user research through interviews, surveys, and usability testing, translating findings into UX strategy.
- Facilitate design reviews and stakeholder presentations with brand leaders, translating complex UX decisions into clear rationale that drives buy-in and alignment.
- Champion accessibility and WCAG 2.2 compliance, closing accessibility gaps flagged in benchmarking and improving usability across all platforms.

Art Director & UX Designer at Moncur *Sep 2018 – Dec 2021*

- Directed end-to-end visual and UX design across print, digital, and campaign touchpoints, delivering brand-aligned experiences.
- Specialized in B2B client work across a range of industries, translating complex business goals into intuitive, human-centered solutions that streamlined workflows and usability.
- Mentored junior and mid-level designers, establishing best practices and advancing team skill development.
- Developed reusable design systems and templates, accelerating delivery across client initiatives.
- Presented design strategy and rationale to client stakeholders, securing buy-in for high-impact solutions.

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

Education

Grand Valley University, Fine Art School — Diploma of Graphic Design

Specs Howard School of Media — Outstanding Achievement Award

Macomb Community College — Associate of Arts & Associate of Liberal Arts

Honors for the Two-Year College

Skills

Design & Strategy: UX Strategy, Information Architecture, Interaction Design, Design Thinking, Visual Design

Research & Testing: User Research & Analysis, Usability Testing, Prototyping, Wireframing

Tools: Figma, Adobe Creative Suite, Adobe Experience Manager, Microsoft Office