Laura McCutchan
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PROFILE

Design leader with 20+ years shaping digital products and guiding multidisciplinary teams across agency, enterprise, and consulting environments.
Combines hands-on UX and interaction design expertise with strategic leadership to align user experience, product, and technology teams.
Strengthens design capability through mentorship, community-building, and formal instruction in UX/UI college programs.

SELECTED IMPACT

- Led design delivery across multiple enterprise client engagements, supporting digital product initiatives for organizations including major Canadian telecom, banking, and retail brands.
- Built and scaled a community-of-practice model to align designers working across embedded client teams, improving consistency, knowledge-sharing, and onboarding.
- Managed and mentored a team of designers across concurrent projects, balancing delivery needs with professional development and retention.
- Helped shape engagement approaches and contributed to account growth through trusted client relationships and solution framing.
- Brought user-centered methods into legacy product environments, enabling clearer requirements, MVP definition, and cross-functional collaboration.

PROFESSIONAL EXPERIENCE

ML arteka (formerly mobileLIVE)
Director of Design | February 23 – present
Lead Product Designer | March 21 – February 23

- Lead design teams delivering product and UX work across multiple client engagements while strengthening internal design practice.
- Oversaw a team of designers embedded across parallel client initiatives, ensuring quality, alignment, and sustainable pacing.
- Acted as senior design lead for client relationships, working with product, business, and technology stakeholders to translate needs into actionable design direction.
- Supported resourcing decisions, project staffing, and delivery planning across engagements.
- Established and led the design community of practice to share methods, critique work, and create consistency across distributed teams.
- Contributed to shaping scopes of work and maintaining healthy engagements through practical problem-solving and trusted collaboration.
- Mentored designers at varying career stages, providing coaching, feedback, and growth pathways.

Altus Group
Senior UX/UI Designer | August 18 – February 21

- Helped modernize a legacy enterprise product by introducing structured user research, journey mapping, and iterative design workflows.
- Worked closely with product and engineering teams to clarify requirements and align design decisions with technical realities.
- Contributed to shifting the organization toward more user-centered decision-making.

Blanc Labs
UX/UI Design Lead | March 18 – August 18

- Leading end-to-end UX strategy and delivery across multiple client engagements
- Setting visual design standards, providing direction to elevate quality and consistency
- Partnering with cross-functional stakeholders to define personas, success metrics, and experience roadmaps, driving alignment and execution

Scotiabank
Senior Designer, Digital Banking Enterprise Capabilities | July 16 – March 18

- Drive UX strategy and embed user testing through the lifecycle of projects
- Provide creative direction across a portfolio of initiatives.
- Establish and maintain brand standards to ensure consistency at scale.
- Align cross-functional teams and external partners to deliver outcomes on brand and on time

TEACHING & PROFESSIONAL DEVELOPMENT

EdX.org UX/UI Program
Bootcamp Instructor | October 22 – June 25
Red Academy
Instructor & Career Coach | April 18 – March 20
Katharine Gibbs
Adjunct Faculty | October 01 – June 04
Parsons School of Design, Continuing Education & BFA Programs
Adjunct Faculty | September 97 – May 00

Mentored emerging designers and taught UX and design fundamentals, reinforcing commitment to growing the discipline and developing talent pipelines.

EARLY CAREER HIGHLIGHTS

Bell Media/CTV Digital Media Group
Senior Web Designer

- Directed design of microsites, ad units, and social media materials for E!, Comedy, Space, Bravo, CP24, and CTV networks

MacLaren-McCann
Interactive Art Director

- Led art direction and design for Microsoft Business Intelligence and Vista campaigns

Hachette Filapacchi Media
Senior Designer

- Directed design and production of microsites and ad units for Elle Magazine, Car & Driver and other publication

ADDITIONAL EXPERIENCE

Design and production roles in the USA (New York) at **Cartervine, Agent 16, CareerMD.com, Citigate Sard Verbinnen, General Media Inc., Concrete Media, Thirteen/WNET, CDC Group (**Germany)**.**

- Specialized in web design, microsites, email campaigns, interactive content, and brand style guides for corporate and media clients

EDUCATION

Parsons School of Design
BFA - Communication Design
MFA - Design & Technology