laura leavitt

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Design leader still holding the pen: brand, product, and the code in between.

EXPERIENCE

Philo Ventures
Head of Design · Lehi, UT · Nov. 2023 - Oct. 2026
Led a small team of designers while staying hands-on across brand, web, and product. Rebranded Philo, consolidating four scattered domains into three audience-specific sites on one design system, all designed and built in code with AI tools. For Intermission Health, redesigned the landing page and acquisition messaging, cutting CAC from $30 to $11 and driving 350 waitlist signups in 30 days.

Tendo
Design Principal · Remote · Oct. 2021 - Nov. 2023
Designed healthcare workflows centered on patient needs, from concept to shipped product, as part of a scrum team. Brought UX research findings into design decisions and contributed to the team's component library.

PingPong (YC W21, acquired by Grain)
Founding Designer · Remote · Sep. 2020 - Sep. 2021
Joined pre-YC building communication software for teams working asynchronously across time zones. Owned product design, brand, and visual collateral end to end. Brand work recognized in TechCrunch's Best Logos of YC W21.

Instructure
Senior Product Designer · Salt Lake City, UT · Jul. 2017 - Sep. 2020
Led design for a student forecasting AI tool that spotted patterns in student engagement and flagged struggling students to teachers and counselors. Managed an associate designer and partnered with data science, machine learning, and engineering to turn model output into six actionable insights. Ran trainings with three pilot schools, all eager to adopt it. Also owned interaction design, accessibility, and prototyping across core Canvas tools.

Domo
Senior UX Designer · American Fork, UT · Dec. 2014 - Jul. 2017
Design lead for data visualizations for mobile and desktop, answering specialized business questions for clients including the NFL, ABC, AMG, and Mastercard. Improved Domo's core charting experience with engineering leads, and led style guide consistency across the UX team and front-end engineering.

SKILLS

Design systems, Marketing sites, User journeys, and User outcomes, and AI prototyping.

TEACHING

Adjunct Professor · Brigham Young University · Provo, UT · Fall 2021
Taught students to translate user needs into intuitive experiences through UX principles, research, strategy, and craft.

EDUCATION

General Assembly · User Experience Design · New York, NY · 2014
Brigham Young University · BFA, Graphic Design · Provo, UT · 2011

HONORS

- Salt Lake Design Week, Keynote Speaker · 2025
- Product Design Association of Utah, Speaker · 2016
- Domo Employee of the Year, User Experience Team · 2015
- "This I Believe" essay, broadcast on NPR · 2008

ABOUT

Skateboarder, typographer, writer, illustrator, cyclist, seamstress