

laura leavitt

Product designer with
15 yrs of experience
across early-stage
startups, B2B SaaS,
edtech, & health tech.

Hands-on all the
way from research
& interaction design
through brand, with
a record of taking
products from zero
to launch.

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EXPERIENCE

Philo Ventures

Head of Design · Lehi, UT · Jan. 2026 - present

Design Lead · Nov. 2023 - Jan. 2026

Lead a small team of designers while staying hands-on across brand and product for early-stage ventures. Build & ship front-end prototypes and production pages with AI tools, and create brand asset systems so venture teams can produce their own collateral. For Intermission Health, honed the brand and redesigned the landing page & 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

Designed interactive 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

AI-assisted front-end development for apps and web · Brand asset systems that let teams create on-brand collateral · Interaction design · Prototyping · User research · Accessibility · Data visualization · Design systems and style guides · Brand identity · Iconography and illustration · Typography

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