



# HEATHER LAITER

## CONTACT

**email** | hlaiter1@jhu.edu  
**phone** | 215.260.5699  
**portfolio** | www.hlstudios.net

## EDUCATION

**Johns Hopkins University,  
Carey Business School**  
Master of Business Administration,  
MBA Entrepreneurial Marketing  
Baltimore, MD | May 2023

**Maryland Institute College  
of Art**  
Master of Arts in Design Leadership  
Baltimore, MD | May 2023

**Indiana University,  
College of Arts and Sciences**  
Bachelor of Science in Interior Design  
Minor: Public Management  
Bloomington, IN | May 2013

## AWARDS & HONORS

JHU Commencement Student Speaker *May 2023*  
JHU Dean's Scholarship *2021-2023*  
1st Place JHU Crisis Leadership Competition *Jan. 2023*

## SKILLS

### Design Leadership Skills

Human-Centered Design Thinking  
Experience Design Frameworks  
User Research  
Storytelling  
Facilitation  
Business Design  
Analysis & Synthesis

### Technical Skills

FIGMA  
Miro + Mural  
Adobe InDesign  
Adobe Photoshop  
Qualtrics  
InVision  
AutoCAD  
Revit

## PROFESSIONAL STRATEGY EXPERIENCE

**Johns Hopkins University** | Baltimore, MD

**User Experience (UX) Design Researcher** | Oct. 2022 - Present

- Collaborate with developers, associates, and analysts to develop, test, and ship purpose-driven products to ensure a positive end-to-end user experience across 9 JHU schools, achieving an impressive 71% user satisfaction rate.
- Facilitate 50+ cross-functional and diverse interviews, workshops, and focus groups to derive strategic insights to innovate 20% of JHU's digital tools.
- Employ design thinking methodologies and experience design frameworks to empower users, fostering engagement and ideation for impactful solutions.

**Gensler** | New York, NY

**Design Strategy Intern** | Jun. 2022 - Aug. 2022

- Pioneered a pilot benchmarking platform with a high-fidelity prototype, with insights from user research and rapid iteration, to enhance strategic decision-making, and competitive rigor, and increase project delivery time by 10%.
- Analyzed human capital data and research reports to uncover over 5 emerging trends, leading to a 5% increase in innovative ideation and human-centered business development.

**Facilitation and Experience Design Freelance Consultant** | Nov. 2020 - Present  
**Design Thinking Product Manager**

- Successfully managed 4 run cross-functional teams of 7 members for local and national projects, employing design thinking to tackle complex challenges, improve operational systems, and elevate consumer experiences.
- Led user research and testing with data-driven decisions for an emerging medtech startup, securing a \$200K investment and cutting-edge solutions.

**Management Technology Inc.** | New York, NY

**Design Strategy Consultant** | Feb. 2017 - Sep. 2020

- Collaborated with executive stakeholders to problem solve and co-create sustainable, mission-driven solutions, saving over \$3M in taxpayer funds.
- Facilitated cross-functional collaboration in designing public and office spaces, optimizing real-time feedback leading to cost savings of over \$1M while ensuring schedule and budget adherence.
- Translated mixed-method research into actionable insights, enhancing core platforms leading to informed decisions for B2B and B2C clients.

**Team Lead** | Nov. 2019 - Sep. 2020

- Mentored junior team members, emphasizing accessibility and inclusive design principles, resulting in a 33% increase in production output through enhanced communication and agile practices.

**Jeffrey Beers International** | New York, NY

**Interior Designer** | Aug. 2013 - Jun. 2016

- Shipped 12+ successful luxury hospitality projects by collaborating and empathizing with multidisciplinary teams, contributing to 15% growth in project volume.

## LEADERSHIP & ACCREDITATIONS

**Spark Venture Accelerator** Jan. 2023 - May 2023

Co-Founder, \$500 grant recipient

**Design For America (DFA)** Sep. 2021 - July 2023

Co-Lead for the JHU|MICA Studio

**JHU Jewish Business Association (JBA)** Sep. 2021 - May 2023

Founder and President

**WELL Building Accredited Professional** Aug. 2021