



# 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  
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

## SKILLS & ACCREDITATIONS

### Design Leadership Skills

Human-centered Design Thinking  
User Research  
Storytelling  
Ideation  
Agile  
Prototyping  
Collaboration

### Technical Skills

Miro  
FIGMA  
InVision  
Adobe InDesign  
Adobe Photoshop  
AutoCAD  
Revit  
Rhino 3D

**WELL Building  
Accredited Professional**  
International WELL Building Institute

## PROFESSIONAL STRATEGY EXPERIENCE

**Johns Hopkins University** Baltimore, MD  
User Experience (UX) Design Intern Oct. 2022 - Present

- Facilitate and conduct 15+ user interviews and focus groups with students, administration, and faculty to uncover current pain points with JHU digital platforms to create a more intuitive user experience.

**Gensler** | Strategy Consulting New York, NY  
Design Strategy Intern Jun. 2022 - Aug. 2022

- Analyzed complex data sets and various research reports to determine the impact of business strategies on organizational and cultural goals to provide actionable recommendations.
- Piloted an internal digital platform through PowerApps to benchmark the Future of Work across 8+ industries to provide customizable metrics for teams and clients through user research and feedback collection.

**Management Technology Inc.** New York, NY  
Space Planner | Workplace Design Consultant Apr. 2017 - Sep. 2020

- Consulted with government clients and stakeholders to gather data to develop sustainable and mission-driven creative solutions to support agency initiatives and user experience resulting in \$3M+ in taxpayer savings.
- Conserved \$1M+ in client spending by initiating cross-functional team communication to enact real-time feedback to resolve conflicts during all design and construction phases while maintaining project schedule and budget.

Team Lead Nov. 2019 - Mar. 2020

- Trained and led two new hires to bolster production by 33% through agile communication and work distribution between contract team and client.

**Jeffrey Beers International** New York, NY  
Interior Designer Aug. 2013 - Jun. 2016

- Designed and delivered 12+ luxury hospitality projects by executing primary and secondary research to improve business performance and maintain brand authenticity resulting in additional awarded contracts.

## LEADERSHIP & ACHIEVEMENTS

**Crisis Leadership Competition - 1st Place Winner** Jan. 2023  
Johns Hopkins Carey Business School, Center for Innovative Leadership

**MBA Belize Leadership Development Expedition** Jan. 2023  
Johns Hopkins Carey Business School, Center for Innovative Leadership

**CurieDX | Hexcite - 1st Place Winner (2022)** Baltimore, MD  
Design Lead Nov. 2021 - May 2022

- Curated and implemented primary end-user and customer research plans to develop value propositions for an emerging telehealth technology startup by engaging with 30+ diverse stakeholders and budgeting a \$170K investment.

**Design For America (DFA)** Baltimore, MD  
JHU|MICA Studio Co-Lead Sep. 2021 - Present

- Engaged with local and national leadership for businesses and non-profit organizations to negotiate project bids to complete strategy work using Design Thinking methodologies.

**Jewish Business Association (JBA)** Baltimore, MD  
Founder and President Sep. 2021 - Present

- Built an inclusive community to serve as a resource to connect, inform, and support the Jewish community on campus through collaboration with other organizations providing educational and networking opportunities.