

## JAY LAWLOR

### User Experience Design Leader

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I am a UX design leader with a passion for designing high-quality, innovative, and accessible digital experiences. I bring 20+ years of expertise in designing user experiences across a diversity of organizations. I have a proven record of solving complex problems and creating meaningful design solutions.

## EXPERIENCE

### ***CVS Health***

Remote, Aug 2021-present

At CVS I lead a design team in delivering industry-leading, innovative, and accessible user experiences for the 23 million+ customers who schedule appointments with CVS Pharmacy and MinuteClinic.

#### **Senior Experience Design Manager**, Jan 2024-present

- Directly lead a team of experience designers for Enterprise Scheduling
- Oversee capacity planning and design work, earning a value score of 99.5% for providing significant business value as a design team
- Led design team in launching Next Generation Scheduling experience across all platforms, increasing scheduling conversions 10%
- Lead cross-functional team delivering high-quality, innovative, and WCAG compliant designs
- Mentor and coach designers in design strategy, design systems, the craft of UX and UI design, organizational goals, and individual career development
- Support and contribute to UX strategy across diverse scheduling projects
- Promote the adoption of end-to-end design thinking and enterprise design system
- Work collaboratively with product and engineering leadership in agile ideation and delivery
- Ensure a seamless experience across desktop, mobile web, and native app platforms
- Partner with leadership colleagues to deliver a unified and cohesive design experience

### **Senior Experience Design Lead, Sep 2023-Jan 2024**

- Defined workflow design strategy, organized, and facilitated quarterly design planning, and managed agile sprint projects to drive a culture of design excellence for health scheduling
- Coached experience designers in embracing a high standard of design output for exceptional customer experiences and alignment with business objectives
- Engaged with organizational leaders to articulate design strategies, present design proposals, and document outcomes

### **UX Design Lead, Jan 2023-Sep 2023**

- Led UX strategy and mentored designers on UX strategy, design process, and UX designs
- Collaborated with Visual Design Lead on design process to ensure a consistent customer experience in implementing our new enterprise design system
- Collaborated with partners to refine product requirements
- Facilitated design PI planning story mapping sessions and weekly design syncs

### **Senior Experience Designer and UX Lead, Feb 2022-Jan 2023**

- Led UX strategy and contributed designs from concept through market launch, in collaboration with Content and Accessibility designers
- Partnered with product and engineering on requirements to align on best experience for our users, technical viability, and business objectives
- Facilitated design PI planning story mapping sessions and weekly design syncs

### **Senior UX Designer (Contract), Aug 2021-Feb 2022**

- Responsible for UX strategy and designs
- Collaborated with UI, Content, and Accessibility designers in advancing UX strategy and translating wireframes into high-fidelity visual designs for handoff to developers

### **Principal Designer, Publisher, & Founder**

*Wheelhouse Publishers, Remote, Sep 2014 – Aug 2021*

- Responsible for all aspects of user experience research, strategy, and design for multiple author websites, serialized fiction mobile app, and digital media campaigns
- Websites and digital campaigns drove engagement rates that exceeded industry benchmarks by 10-20% and generated an ROI of 162%
- Responsible for business strategy and operations, author product strategy, and digital marketing that reached 100,000s of readers and generated nearly 1 million e-book downloads worldwide

### **Principal Designer & Founder**

*Creative Digital UX, Remote • Jun 2000 – Aug 2021*

- Led end-to-end design process from UX discovery through pixel-perfect visual designs for start-ups, small businesses, and non-profits

## **Economist & Webmaster**

*Harvard University Center for International Development, Cambridge, MA, Apr 1997 - Jun 2000*

- Managed team supporting center-wide research and analysis, often in demanding environment as we were at the forefront of consulting on global economic events
- Designed and was webmaster for center's original research and public websites

## **Economist**

*S&P Global, Washington, DC, Jan 1995 - Mar 1997*

- Produced cost-price analysis to effectively articulate industry economic outlooks
- Rapidly problem-solved to revise outlooks in response to sudden changes in the market

## **SKILLS**

- Design Leadership
- Design Strategy
- Coaching and Mentoring
- Project Planning
- Agile Project Management
- Collaboration
- Team Building & Management
- Critical Thinking
- Problem Solving
- Communication and Presentation
- Information Architecture
- Wireframing / UX Design
- Visual / UI Design
- Interaction Design
- WCAG compliance
- User Research & Usability testing

## **TOOLS**

- Figma
- Miro
- Confluence
- Sketch
- Adobe Photoshop
- Balsamiq
- Invision
- UserTesting
- Userfeel
- Microsoft 365
- Adobe Analytics
- Quantum Metrics

## **EDUCATION**

*The University of Connecticut · Storrs, CT*

Sep 1993–Aug 1995

M.A. in Economics

*Stonehill College · Easton, MA*

Sep 1989 – May 1993

B.A. in Managerial Economics