

Laura T Holder

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As a product designer and design leader, I craft innovative and resonant experiences that inspire engagement & loyalty in users and deliver measurable value to businesses. I take a multidisciplinary and collaborative approach to shaping and shipping cogent, data rich, and often award-winning interaction experiences for users and for publications, through strategy, research, and design.

COMPETENCIES & TOOLS

Team leadership & individual mentorship

Accessible & Inclusive design

Design Systems & systems thinking

User-research, testing & synthesis

Data & analytics informed

User advocacy

Use Cases & User Journeys

Interface & product writing

Agile / Scrum

Figma design & prototyping

Adobe CC

Maze & other research tools

SELECT AWARDS & AFFILIATIONS

2023 Anthem Award and Webby nomination for Language, Please

Society for News Design Gold Medal

SND Silver Medal

SND Awards of Excellence

Data Journalism Best Visualization of the Year award

Information is Beautiful award

SND Member since 2016

Photography exhibited Jen Bekman Gallery

Photography published in NYTimes, Good magazine, Gawker, Gothamist and other publications

Guest lecturer The New School Journalism+Design program

Guest capstone thesis critic at The Cooper Union and Yale University

All awards result from deep collaboration with colleagues

EDUCATION

Bachelors of Fine Arts
Iowa State University 1991

Furniture Design Studies
University California at Berkeley
1993

Furniture Design Scholarship
Anderson Ranch Arts Center 1996

Continuing Painting Studies
The Cooper Union 2000

SELECT WORK EXPERIENCE

Product and Content Designer 01/2024-present

- Independent contractor for product, content, and interaction design solutions including design system deliverables for clients in media and fin-tech

Vox Media – Design Director & Principal Product Designer 8/2018-12/2023

- Member of senior design leadership across all Vox, NYMagazine and Group 9 digital properties including The Verge, Eater, Polygon, New York Magazine online, SBNation and many other sites
- Design Director of Chorus, Vox's enterprise SaaS CMS platform, responsible for tooling UX, UI, design system, and all publishing platform integrations. Chorus was a multi-million dollar SaaS business supporting thousands of users in publishing tens of thousands of stories a month and generating hundreds of millions of pageviews
- For The Verge's 2023 site redesign I led tooling design and execution which included implementing a new story format that resulted in significant improvements: pageviews for live content doubled, time-on-homepage increased 7% while saving editorial staff 20 hours per week
- Custom editorial storytelling and design direction along with supportive tooling systems and workflows
- User-research and strategy to optimize internal experiences for efficiency and ease, and external audience experiences for engagement, loyalty, and revenue
- Managing editor of design blog
- Interface and product writing, including process documentation and career ladders definitions to support design team managers and ICs toward clarity in roles and remits, and retention
- Coral SaaS community and commenting platform design and UX direction
- Eater Mobile App design lead

The Wall Street Journal – Graphics Design Director / Product Design Director 2008-2018

- Lead teams of designers, developers, data journalists, reporters and editors in creating rich visual, data, and journalistic experiences and in-depth interactive enterprise storytelling
- Identifying and establishing patterns to systematize experiences and tooling solutions for efficiency in publishing workflows
- Led multidisciplinary site redesign effort including typography, graphics, color, data, and site paywall experience to increase subscriptions, loyalty, pageviews, and revenue

Reuters Global Media – Product Design Director 2006-2007

- On-air package design
- Led UX and audience experience design for Reuters.com, .co.jp, and .co.uk consumer sites
- Enterprise software UX and branding design
- Award-winning online photography experience design

The New York Times – Interaction Designer 2006

- Branding and iconography
- Design of templates and identities for NYT's first blogs
- Product design, editorial and newsletters design

Daylo.com – Creative Director, Co-founder 2005

- Product and usability research and design for creative services marketplace startup
- Identity, marketing and branding

CBS News – Associate Creative Director 1997-2001

- Design and direction for online presence for CBS News and Entertainment including networks and 200+ affiliate sites
- Information architecture, taxonomy, abstraction for templating
- HTML & CSS for network and affiliate systems