

Laurel Petty

UX, PRODUCT DESIGN, & STRATEGY

Hands-on senior design leader with 20+ years spanning product/UX, strategy, research, and marketing / web creative. Equally comfortable shaping strategy and executing the work, with experience taking complex products from ambiguity through research, design, testing, and launch.

experience

Head of UX and Design / Minoan

FEB 2022 – MAR 2026 / Remote

Founding designer at Minoan, an early-stage, Accel-backed retail tech startup. Owned UX, research, and visual design for the company's core B2B e-commerce platform, B2C affiliate platform, Chrome extension, marketing website, and ongoing marketing & brand creative. Built and mentored a design team as the company scaled that extended UX ownership to internal tooling (OMS, CMS, & CRM).

- Sole UX owner and lead designer for Minoan's B2B e-commerce platform: inherited MVP built by eng. team with no prior UX involvement and led a ground-up redesign spanning 60+ screens and dozens of workflows, including log-in, onboarding, account management, quoting, pricing verification, and multi-cart checkout.
- All B2B transaction volume ran through the platform I designed / owned; quarterly revenue grew from approximately \$527K to \$2M within two quarters of the redesign launch, and to over \$20M by the time of my departure.
- Led a company-wide rebrand, defining strategy and visual identity across web, mobile, and marketing. Led design and launch of email marketing program, automated drip campaigns, and blog; owned create and design of all social content & branded materials.
- Personally owned a full marketing website redesign — including brand storytelling, design, and UX copy — increasing conversion rate from 5% to 15% (3x).
- Built and led a design team of 3 full-time designers, 1 marketing manager, and contractors as the company scaled, establishing a critique practice and directing the creation of a shared component library.

UX & Product Design Lead / Walmart Global Tech

MAY 2017 – FEB 2022 / Remote

Simplified and redesigned the omnichannel item catalog experience for the world's largest retailer; launched two B2B / internal applications from 0 to 1.

- Personally owned design, including information architecture, design language, user flows, wireframes, and prototypes, for a suite of internal and B2B catalog tools launched from 0 to 1, enabling Walmart to build its first true omnichannel item catalog ecosystem; accelerated listing scale by 25% within five months of launch and enabled deprecation of 10+ legacy platforms.
- Led user research and usability testing with 100+ internal stakeholders and Walmart suppliers; mentored 2–4 junior and senior designers and led weekly design critiques and stakeholder reviews with senior leadership.



laurelpetty.com

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615-406-5713

Chicago, IL

skills

Product & UX

Product Design
UX/UI Design
Product Strategy
Wireframing & Prototyping
Design Language &
Systems Standards
User Research
Usability Testing
Journey Mapping
Information Architecture
B2B & B2C e-commerce

Brand & Marketing Creative

Brand Identity & Strategy
Marketing Website Design UX &
Marketing Copywriting
Content Strategy
Email Marketing &
Social Media Creative
Graphic & Print Design

tools

Figma
Jira
Notion
Canva
AI-Assisted Design Workflows
(Claude & similar tools)
Adobe Creative Suite (InDesign,
Illustrator, Photoshop)

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experience (con't)

Sr. Digital Designer / Rightpoint

APR 2015 – APR 2017 / Chicago, IL

Design lead for global digital consultancy and customer experience agency.

- Owned end-to-end design for multiple complex client engagements — from marketing websites to internal digital transformation projects — across healthcare, global B2B retail, finance, and management consulting.
- Led creative concepting, visual design, and art direction — including client workshops, presentations, and design systems — applying & defining brand identity, typography, and color systems in close collaboration with content designers, researchers, developers, and business analysts.

Early Career

13-year foundation in design and creative leadership across corporate marketing, communication design, and long-form print, including managing international design teams, leading enterprise-wide rebranding and design-system initiatives for global brands, and creative collaboration with photographers, editors, illustrators and cross-functional teams.

- **Design & Marketing Consultant** / Aon
Chicago IL (2014)
- **Sr. Art Director** / iostudio LLC
Nashville TN (2010–2014)
- **Art Director** / Advanstar Communications
New York NY (2008–2009)
- **Manager** / Creative Solutions Group, Corporate Executive Board (now Gartner)
Washington DC (2006–2007)
- **Sr. Designer** / Corporate Executive Board
Washington DC (2004–2006)
- **Graphic Designer** / Journal Communications Inc.
Franklin TN (2001–2004)

education

Middle Tennessee
State University

Murfreesboro, TN

B.A., Journalism,

Graphic Communications

& Media Design

Magna Cum Laude

Designation

(now part of General Assembly)

Chicago, IL • 2015

UX/UI Design Intensive

12-week immersive program