Lawrence Jackson

ONEMINDSET - INTELLIGENT & INNOVATIVE SOLUTIONS
E2E Design | UX Research | Interaction Design | Visual Design

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EXPERIENCE

CarMax, Richmond, VA — *Principal Product Designer*

NOVEMBER 2022 - PRESENT

- **Led end-to-end design of user experiences** from ideation through final production for the **Merchandising team**, ensuring cohesive, user-centered solutions aligned with business goals
- **Influenced product direction through user research and data insights**, while delivering high-quality wireframes, user journeys, cross-platform interactive prototypes, and pixel-perfect visual designs
- **Designed cohesive user experiences across iOS, Android, and Web**, ensuring consistency and usability across all customer touchpoints
- **Regularly presented design work in stakeholder reviews and design critiques**, gathering feedback to refine and align solutions with product strategy
- **Evaluated design opportunities by aligning business goals, UX research, competitive analysis, and data insights** to inform strategic product decisions
- **Demonstrated strong product intuition to balance speed and impact**, knowing when to move quickly and when to invest in deeper design exploration to maximize value
- **Leveraged design intuition and rapid experimentation** to move forward effectively when full design processes couldn't be executed
- **Built strong relationships with cross-functional partners**, effectively communicating design process, team goals, and product vision across disciplines
- Confidently **presented design strategies and insights** to CarMax leadership, driving alignment while embracing a rapid experimentation mindset to accelerate innovation
- **Partnered closely with engineers** to ensure smooth handoff and successful delivery of design solutions
- Contributed to the evolution and maintenance of **CarMax's holistic design system to ensure consistency and scalabilit**y across products

Notable Accomplishments:

Established an AI-driven Omnichannel baseline as a key point of sales, creating a unified "one-shop" experience that seamlessly connects customers and associates—resulting in a 137% increase in company sales in 2024.

EDUCATION

ART INSTITUTE
2000 – 2002
Major in Digital Design

EDINBORO UNIVERSITY
1991 – 1995
Bachelor of Arts in Arts & Science

SKILLS

Ability to understand business objectives and translate company goals into key results.

Excellent interpersonal and communication skills to communicate ideas to stakeholders, product management and developers.

Problem-solving skills to determine opportunities for desired outcomes.

Multi-tasking and time management skills, with the ability to prioritize tasks.

Analytical mind with business acumen.

Ability to work both independently and in a team.

Equifax, Atlanta, GA — *Principal Product Designer*

DECEMBER 2017 - NOVEMBER 2022

- **Owned the complete user journey** for the EFX experience, from early concepting to final handoff, collaborating cross-functionally to deliver high-impact design solutions
- Combined **user-centered research** with **business data** to guide product strategy, executing seamless design solutions across the full lifecycle—from early exploration to final production-ready assets
- **Presented design solutions to senior stakeholders and peers**, using critique sessions to influence product direction and improve design outcomes

Notable Accomplishments:

Developed the Economic Vitality Credit Trends app during COVID-19, driving $56 million in revenue in 2020 by providing critical economic insights to key stakeholders.

PegaSystems, Inc., Alpharetta, GA — *Lead UX Designer*

APRIL 2015 - DECEMBER 2017

- **Delivered end-to-end design solutions** for team IGNITE, resulting in improved customer engagement and seamless associate experiences

Notable Accomplishments:

Led all UX design efforts during the Openspan acquisition, driving seamless integration and delivering user-centered solutions that supported business objectives.

CISCO, Alpharetta, GA — *Lead UX/UI Designer*

DECEMBER 2013 - APRIL 2015

- Actively participated in **design critiques and stakeholder reviews**, clearly articulating design rationale and incorporating feedback to drive alignment and quality
- **Spearheaded enhancements to PegaSystems' design system**, increasing design consistency and team efficiency

Notable Accomplishments:

Created an on-site test facility to validate design outcomes, resulting in annual cost savings of $78,000 for the company.

The Weather Channel, Atlanta, GA — *Sr. UX/UI Designer*

JUNE 2013 - DECEMBER 2013

- Collaborated effectively with on-site and remote teams through daily **communication and iterative design/research cycles**, utilizing wireframes, UI mockups, site maps, personas, user flows, journey maps, and prototypes to drive alignment and deliverables

Notable Accomplishments:

Led human-computer interaction design for company infrastructure by developing wireframes with detailed functional notes and integrating high-fidelity prototypes for User Insight testing to guide outcome management.

AutoIMS, Atlanta, GA — *Sr. UI Designer*

JUNE 2007 - JUNE 2013

- **Actively engaged** with UX research, product management, product team, sales, and marketing teams to ideate and define user experiences and interactions **to drive conversion**

Notable Accomplishments:

Consistently delivered high-quality work, earning multiple recognitions including Leaders Club Award, President's Club Recipient, and Rising Leaders Award.

Cox Communications, Atlanta, GA — *UI Designer*

SEPTEMBER 2002 - JUNE 2007

- **Iteratively designed solutions** that align with project goals, requirements, and design principles, grounded in research and industry standards

Notable Accomplishments:

Increased corporate and independent online auction sales by 70%, maintaining usability and implementing innovative, user-friendly technology; achieved consecutive growth in new product sales over four years.

CERTIFICATIONS

2023 Coursera UX Design certificate by Google.

2021 Springboard UX Career Track.

2019 Georgia Tech Professional Education (GTPE).

AWARDS

CarMax: Supply + Merchandise 2024 Champion of Personal Growth

Equifax: Data + Analytics 2022 Economic Vitality Credit Trends App

Cisco: Cybersecurity Excellence Awards 2015 Cyber Robotics Product

TWC: Promax North America & Global Awards 2013 The Weather Channel Mobile app

Remarketing by Elements Awards 2006 Manheim Drive

Art Institute of Pittsburgh 2002 Honors Digital Design Best Designer