

Raf Enriquez-Laus

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Seattle, Washington

EXPERIENCE

Senior UX Designer, Elanco (TEK Systems); Remote — Sept 2022 – Aug 2024

- Designed a LLM powered conversational interface considering multi-modal inputs, customizations and interpretable outputs for enterprise support and decision-making using OpenAI's GPT-3.5 & Google's PaLM-2 large language model. ElancoGPT is agnostic, and responsive working on Mac OS, iOS, Android, and Windows devices ensuring a consistent and accessible experience. Designed with advanced use of Figma components, TailwindCSS and TailwindUI utility classes.
- Designed Uplook, a B2B platform for dairy operators that tracks herd record data, milk shipment, feed, utility, water and fuel data. Uplook makes calculations based on USDA Climate Hub and the Intergovernmental Panel on Climate Change measuring carbon footprint, total emissions and estimates operational emissions from purchased feed from Elanco. Empowering cattle feeders to articulate their sustainability efforts and enable carbon credit monetization process to access grants, government funds, incentives.
- Developed a Figma component library & design system utilizing a library based on TailwindCSS and TailwindUI that facilitated communication, streamlined workflows leading to improved design and developer experience by reducing turnaround time from planning, execution to completion.
- Developed a continuous discovery UX process, facilitated UX activities with enterprise application teams such as stakeholder mapping w/ RACI framework, stakeholder interviews, affinity mapping workshops, qualitative research, data analysis, synthesis and design solutions w/ Figma.
- Conducted comprehensive discovery research to identify primary users, gaining insights into their needs and behaviors to inform product management and engineering teams for prioritization.

Senior UX Designer, University of Washington HCDE; Seattle, WA— Jan 2020– Jul 2023

- Created Dashboard of Bike Infrastructure and Collisions in Seattle. Acquired data & built a dashboard using data from Seattle Open Data and WSDOT. Obtained, analyzed, processed and visualized geospatial data, current + planned bike infrastructure, environmental conditions, collision trends, and hazardous intersections using Python and Tableau.
- Analyzed the usability of results entry and retrieval flows of biological specimen data with OpenELIS Lab Management Information System. Designed usability testing protocols, questionnaires, pre/post-task questionnaires, conducted interviews, analysis using the System Usability Scale and Net Promoter Scores, and proposed improvements ranked by severity.
- Created a VR experience from ideation, sketching, storyboard to a VR prototype using the XR Toolkit & the Meta Quest 2 + usability test. Leveraged open-source tools like Blender and Unity assets to expedite the design and development focusing on locomotion, object interactions, story narrative, environment, and the skybox.

Senior UX Designer, Freelance; Mill Valley, CA — Jul 2018– Dec 2021

- Developed and executed a personal branding strategy for a C-level healthcare executive, resulting in increased visibility with recruiters and thought leadership in the healthcare industry.

- Built a comprehensive content strategy for a mental health podcast. The podcast provided valuable information & resources to listeners that helped reduce stigma around mental health.

Senior UX Designer, John McNeil Studio; Berkeley, CA — Mar 2017- May 2018

- Led research and UX design for CISCO Networking Academy's 20th anniversary microsite, contributing to increase in enrollment, social media engagement on Twitter + Facebook.
- Collaborated with visual design, product management and business to inform design strategy and integrate diverse narratives from students, educators, partners and alumni. Provided visual assets for global events in the US, Asia, UK, Australia, and South America.

UX Architect, Macys & Bloomingdales; San Francisco, CA — Aug 2014- Aug 2016

- Led the PayPal payment integration for Macy's and Bloomingdales, resulting in a \$50M increase in quarterly revenue, reduction in cart abandonment rates, increase in average order value and improved the global omni-channel experience.
- Designed a user-friendly and secure shopping cart flow for both mobile and web, ensuring a consistent experience across in-store, online, and mobile touch points.
- Led the Group Gifting research and design, utilizing crowdfunding to make big-ticket items more accessible.

EDUCATION

University of Washington, Seattle, WA

M.S. Human Centered Design & Engineering, 2023

Dominican University of California, San Rafael, CA

B.S. General Biology, 2012

SKILLS & EXPERTISE

Human Centered Design

Personas
 User Journey
 Wireframes
 Prototyping
 Mockups
 Usability Studies
 ML Conversational Design
 Design Systems
 Arduino Prototypes

Qualitative Research

Surveys
 Interviews
 Competitive Analysis
 Affinity Map
 Service Maps
 Information Architecture

Quantitative Research

Data Acquisition
 Pre-Processing
 Analysis & Visualization

Code

HTML5 / CSS3
 Python
 Pandas
 APIs

Product

Agile
 Product Discovery
 RACI Stakeholder Mapping
 Product Strategy
 User Stories

Tools

Figma
 FigJam
 ChatGPT
 Jupyter Notebook
 SciKit Learn
 Unity
 Miro
 Visual Studio Code
 Github