

LAURA MARTINI

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Menlo Park, CA

INTRO

I've always loved products and the people who use them. I've developed everything from computer hardware and hair dryers to mobile apps and medical experiences, and enjoy the challenges of complex systems with a human element. I approach problems in a unique way, and enjoy building curious teams that can do the same.

HIGHLIGHTS

- ▶ Degrees from MIT & Stanford in Mechanical Engineering & Product Design
- ▶ Built and led a seven-person team and built a design culture as the Director of Product Design at Counsyl
- ▶ Invited to speak at SXSW, IxDA South America, Health 2.0, and Stanford Medicine X
- ▶ Held product roles at Apple and IDEO

PRODUCT DESIGN

MEDISAS June 2016 – February 2017 | San Francisco, CA

A pre-series-A medtech startup creating a workflow and communication tool for doctors

Lead Product Designer

- Designed iOS and web apps for visualizing lab & vitals information.
- Redesigned the architecture of the web application, resulting in a new navigation design.

COUNSYL April 2012 – April 2016 | South San Francisco, CA

A DNA testing and genetic counseling service

Director of Product Design 2014 – 2016

- Built and led a team of seven designers, including UI, UX and research functions.
- Created product roadmaps by partnering with engineering, sales and marketing.
- Developed design principles, leveling guides, and a process-oriented team.

Product Design Lead 2012 – 2014

- Led development for a service that increased revenue 49% for our core product.
- Implemented processes for surfacing needs from patients and doctors.
- Developed core company product, including website, user accounts, and test reports.

Product Design Consultant 2012

- Created industry-first online resulting platform for clinical genetic results.
- Art directed photo shoots and video production.

IDEO June 2010 – September 2010 | Palo Alto, CA

A design strategy and innovation consulting firm

Mechanical Engineering Intern

- Conducted interviews and synthesized feedback from users.
- Solid modeled, animated, sketched and built product concepts.
- Contributed to consumer products, experience design, iPhone app, water filtration and toy projects for Fortune 500 clients.

APPLE, INC. June – August 2007; August – December 2008; April – July 2009 | Cupertino, CA

A design-driven hardware and software company

Product Design Intern

- Team leader during early-stage design of a new iMac.
- One of five interns out of 100+ in Apple Hardware selected to present work to Hardware VP Bob Mansfield.
- Oversaw vendor production lines in China.

MIT MEDIA LAB UNDER JOHN MAEDA | October 2004 – May 2007 | Cambridge, MA
Research lab at the intersection design and technology

Product Design Researcher

- Designed a system to create online communities based on recipe sharing. Traveled to Tokyo and LA to present work.
- Prototyped user interfaces for electronic books incorporating flexible LCD displays.
- Spearheaded a project with AARP.

RECENT SPEAKING ENGAGEMENTS

- ▶ IxDA South America | Santiago, Chile | October 2015
- ▶ Stanford Medicine X | Stanford, CA | September 2015
- ▶ Health 2.0 | Santa Clara, CA | October 2014
- ▶ Berkeley University | Berkeley, CA | September 2014
- ▶ SXSW | Austin, TX | March 2014

TEACHING

TEACHING ASSISTANT AT STANFORD | Stanford, CA

Designing Happiness with GSB Professor Jennifer Aaker | Spring 2012

Worked as a member of the teaching team to develop the curriculum and iPhone app for her marketing class Designing Happiness. Assisted with teaching duties.

History and Philosophy of Design with Design Historian Barry Katz | Spring 2011

Lectured on history of industrial design to a class of 60 students and led section discussions with groups of undergraduates, guiding them through research projects.

Designing the Authentic Life | Fall 2010

Guided nine undergraduates through finding their calling in life using Design Thinking.

SKILLS & INTERESTS

- ▶ Sketch, Adobe Creative Suite
- ▶ Strong public speaking, machine shop and prototyping skills
- ▶ Biking, woodworking, robots, ice cream and power tools

VOLUNTEERING

- ▶ Interview MIT freshman applicants as an Educational Counselor
- ▶ Mentor for XX + UX organization for women in User Experience
- ▶ Board member of Little Free Library #5946

HONORS & AWARDS

- ▶ Received a \$15,000 grant from Stanford Institute for Creativity and the Arts (SiCa) for Eames Design exhibition, Spring 2011
- ▶ Received a full ride to Stanford through the Mechanical Engineering Graduate Fellowship: Sequoia Capital Fellow
- ▶ MIT 2.007 Competition, robot in top 10% of 160 participants
- ▶ Member of MIT Pi Tau Sigma and Tau Beta Pi engineering honors societies

EDUCATION

STANFORD UNIVERSITY | Stanford, CA

MS in ME, Product Design

Stanford's human-centered design program combined my interests in mechanical engineering, human factors and anthropology.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT) | Cambridge, MA

SB in Mechanical Engineering, Anthropology Minor

Followed self-designed product development course combining technical classes like thermodynamics and engineering human factors with an anthropology minor.