

Lulu McRoberts

Laura.McRoberts96@gmail.com

www.lulumcroberts.com

720-724-0041

Purpose

I have an industrial design background with professional experience in UX design and research. Since working with commercial interiors in the sky, I am **pivoting my career to commercial interiors on the ground.**

My top skills are storytelling, strategic thinking, and collaboration. I am an **SME in designing for people with disabilities** and am highly **passionate about sustainability.**

Clients



DAIMLER

VISA



Tools

Solidworks
AutoCAD (currently taking certificate course)
Adobe Creative Suite
Premiere Pro
Figma

Education

Bdes in Industrial Design

University of Washington
2015 - 2020

Experience

Teague *Design Researcher | 2022-2024*

"The original design consultancy", specializing in aviation & mobility; solving complex problems beautifully.

- From research studies I designed and executed, I **developed accessibility recommendations for commercial aircraft**, influencing seating, lavatories, aisles, doors, and bins. These recommendations will be incorporated into the next airframe; including an **additional marketshare of 1 billion people.**

Indigo Slate *UX Designer | 2021-2022*

Full service agency that uses strategy, technology, and culture to connect people to brands.

- Developed **executive presentations, facilitated innovation workshops, and authored trend reports** for high-profile clients, including Microsoft, Porsche, Rolls Royce, Daimler, Renault, NHS, and Vanguard.
- Spearheaded a **sustainable innovation** simulator project, with intention to advance the company's presence in sustainable innovation.

Wibotic *UX Designer (contract) | 2020-2021*

Startup that transitions industrial robots from corded to wireless charging, increasing productivity and autonomy.

- **Established and managed a beta testing program** for robotic fleet energy management software, leading internal strategy workshops and conducting customer interviews that drove key product improvements.

Starbucks, Tryer Center *Innovation Intern | 2019*

The Tryer Center is a cross between an in-house lab, design firm, and startup, allowing Starbucks to test new ideas.

- Presented a **provocative circular design strategy** to the Global Concepts team, pushing them to think about how Starbucks' interior and service design could **use storytelling in their material choices to influence sustainability** across the design industry.
- Collaborated with cross-functional teams to **create back-of-house concepts**, contributing to research, concept development, prototyping, and presentations to internal stakeholders.