



emily lawin

SENIOR PRODUCT DESIGNER

EXPERTISE

UX RESEARCH
JOURNEY MAPS
PERSONA CREATION
DIGITAL STRATEGY
RESPONSIVE WEB &
APP DESIGN
AGILE PRODUCT
DESIGN METHODOLOGY

EXPERIENCE SOFTWARE

SKETCH
INVISION
ADOBE
AEM
JIRA
SALESFORCE

EDUCATION

UNIVERSITY OF WI -
EAU CLAIRE
1994-1998

BFA - DESIGN

CURRENT EXPERIENCE

SENIOR UX PRODUCT DESIGNER & MANAGER
BOSTON SCIENTIFIC
OCT 2019 - PRESENT

I have spent the past 3 years at Boston Scientific helping to build out a design practice in both Interventional Cardiology and Peripheral Interventions. I have been able to influence current digital experiences along with researching the gaps to bring forth new, smart experiences that will benefit the end users. Throughout my career, I have worked extensively to pair consumer insights to design smart easy-to-use experiences.

PAST EXPERIENCE

UX DIRECTOR
OPTUM (CONSUMER EXPERIENCE DESIGN GROUP)
FEB 2017 - OCT 2019

SENIOR UI/UX DESIGNER
OPTUM (CONSUMER EXPERIENCE DESIGN GROUP)
JULY 2016 - FEB 2017

SENIOR DIGITAL DESIGNER
3e THE LIFE TIME AGENCY
FEB 2015 - JULY 2016

DESIGN DIRECTOR
HORIZONTAL INTEGRATION
OCT 2013 - FEB 2015
CLIENT EXPERIENCE: UHG, UHC, BISSELL, SUN
COUNTRY, UPONOR, RUSH ENTERPRISES, STARKEY,
U.S. BANK, ASSOCIATED BANK, MAYO CLINIC

SENIOR DIGITAL DESIGNER
HORIZONTAL INTEGRATION
SEPT 2010 - OCT 2013

SENIOR DESIGNER (CONTRACT)
LIFE TIME FITNESS, HORIZONTAL INTEGRATION,
BEST BUY, OLSON, FINGER HUT
OCT 2004 - SEPT 2010

DESIGNER
MRM WORLDWIDE
(DIGITAL CAFE, ZENTROPY PARTNERS)
MAR 1999 - OCT 2004
CLIENT EXPERIENCE: LAND O'LAKES, PURINA,
GENERAL MILLS H&R BLOCK, MICROSOFT, CARLSON



612.805.4308
EMILY@TOOTHORN.COM
LINKEDIN.COM/IN/EMILYLAWIN
REFERENCES AVAILABLE UPON REQUEST