# Laura Trexler


LAURA TREXLER
UX/UI DESIGNER
PRODUCT DESIGNER

Remote / Tryon, NC

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My portfolio


## EDUCATION

**BFA User Experience Design**
**Minor in Entrepreneurship**
Savannah College of Art & Design
2018 - 2022

- Summa Cum Laude
- 4.0 GPA
- Chancellor's List 2018-22

**Awards**

- Indigo Silver Award in UX Interface and Navigation Design
- Indigo Bronze Award in Interactive Design
- Singapore Creative Communication UX and UI Design award

## SKILLS

- Figma design + prototyping
- V0 prototyping
- 0 → 1 development
- User experience/interface
- AB testing
- User research

## PROFILE

**I'm a curious, hands-on designer who thrives in net-new product ambiguity and builds scalable solutions. I'm the kind of designer who cares equally about the big picture and the pixel-level details, bringing curiosity, craft, and momentum to every team I'm a part of.**

## EXPERIENCE

### Senior Product Designer - eBay Live Selling

eBay - Remote 01.2024 - 10.2026

Led end-to-end design for a net-new live streaming product, taking seller experiences from concept through launch and iteration. Built scalable, component-driven systems and rapid prototypes to navigate ambiguity while maintaining quality and consistency. Partnered cross-functionally to shape product direction, present to senior leadership, mentor designers, and create shared artifacts that strengthened team alignment, onboarding, and design velocity.

- Contributed to **~8x YoY growth** for eBay Live and a 7x annual run-rate, supporting sustained increases in active sellers, streaming hours, buyers, and viewership.
- Launched high impact releases: Redesigning the seller live console driving a **15% GMV lift in its first week**, **Increased Live traffic by 20%** by designing a new entry point from eBay Stores, expanded international reach by leading localization **unlocking ~21.6K active buyers** per week.

### Junior Product Designer - Incubation team

eBay - Austin, TX 04.2022 – 01.2024

Translated eBay Live's incubation concept into a product development process, designing foundational seller and buyer experiences from the ground up. Partnered with Product and Engineering to bring early-stage ideas from concept to launch under tight timelines and limited resources, prioritizing design craft, seller empathy, and scalable systems and handoff practices that improved team clarity and execution.

- Awarded the **eBay SPOT design award** for outstanding strategic partnership.

### Associate Product Designer

Impactive - Remote 01.2020 – 04.2022

Supported a rapidly scaling civic-tech startup across product, growth, and leadership initiatives, designing SMS outreach features and internal CRM tools while crafting visual storytelling for fundraising and investor communications. In a lean environment, contributed across design, testing, customer demos, and go-to-market efforts, gaining end-to-end experience in product development, validation, and launch.