

Lara Beth Mitchell

Principal Product Designer
San Francisco, CA

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Summary

- **Principal Product Designer with 18+ years** leading 0→1 consumer, creative tools, and retail products. **Patent-holder and mentor** experienced in design systems, AI workflows, and scaling design culture.
- Designed and launched the **Cricut Joy app (iOS/Android)** with guided flows and patented previews, achieving a **4.8★ rating, 81% CSAT, 80% MAU subscription rate, and 2 patents** filed as named inventor.
- Led design of **Gap's retail POS and inventory apps** across thousands of stores, reducing checkout times by **50%** and lowering hidden stock by **39%**, improving sales and efficiency.
- Shipped the **Metromile usage-based insurance app**, earning a **4.7★ App Store rating** and enabling a **94% recovery rate for stolen cars** through telematics integration.
- Defined **UI frameworks for GoPro HD Hero2 & Hero3 cameras**, simplifying setup and controls and supporting revenue growth from **\$250M in 2011 to \$1.39B in 2014**.
- Directed a redesign of **Cricut's e-commerce navigation, cart, and checkout**, mentoring junior designers and delivering a **+34% YoY increase in conversion**.
- Drove innovation in Cricut's product portfolio by integrating emerging technologies, including **Generative AI and machine learning**, to increase users' creative options and efficiency.

Professional Experience

Principal Designer, User Experience @ Cricut Inc.

Jan 2020 – June 2024 / Salt Lake City, UT (Remote)

Cricut is a consumer smart-crafting ecosystem combining hardware and apps, with millions of users worldwide and annual revenues exceeding \$1B.

- Led **0→1 design for two flagship mobile apps** in a 500–1000 employee, pre- and post-IPO environment, reporting to the VP of UX and shaping Cricut's mobile portfolio.
- Designed and launched the **Cricut Joy app**, introducing guided flows and patented previews that resulted in a **4.8★ App Store rating, 81% CSAT, 80% MAU subscription rate, and 2 patents** filed as named inventor.
- Created the **Cricut Heat app** for Bluetooth-enabled heat presses, simplifying device pairing and guided workflows, which reduced support incidents and improved onboarding for new customers.
- Directed a team of junior designers to **redesign Cricut's e-commerce navigation, cart, and checkout**, delivering a **+34% YoY increase in conversion** while mentoring early-career designers in craft and process.
- Introduced **lean/Agile design operations and analytics standards** across product teams, accelerating delivery and improving collaboration between design, product, and engineering.
- Partnered with product leadership to **integrate Generative AI into Cricut's design portfolio**, expanding creative options and improving design efficiency for millions of users.
- **Mentored junior designers** and established practices that raised the overall quality of UX, strengthened inclusion, and fostered a culture of continuous improvement.

Professional Experience, cont.

Swim Interaction Design Studio

San Francisco, CA

Swim was a boutique UX studio delivering end-to-end design for both startups and global consumer brands.

→ Senior UX Designer

Jan 2012 – Dec 2019

- **Designed Gap's retail POS and inventory apps** used in thousands of stores, **cutting checkout times by 50%** and **reducing hidden stock by 39%**, which improved sales efficiency chain-wide.
- **Created the David's Bridal MyCustomers app**, an omni-channel clienteling tool that gave stylists full customer views and boosted **in-store conversion by +1%** nationwide.
- **Shipped the Metromile usage-based insurance app**, achieving a **4.7★ App Store rating** and enabling a **94% recovery rate for stolen cars** through telematics integration.
- **Defined new UI frameworks for GoPro HD Hero2 & Hero3 cameras**, simplifying setup and controls and supporting revenue growth from **\$250M in 2011 to \$1.39B in 2014**.
- Facilitated design sprints with clients such as Dolby and David's Bridal, aligning stakeholders from research through delivery to accelerate product launches.

→ Interaction Designer

May 2007 – Dec 2011 / San Francisco, CA

- **Designed cross-platform UX** for e-commerce, consumer electronics, enterprise, and philanthropy projects, producing flows, prototypes, and specs that balanced user needs with business goals.
- **Partnered with product managers, engineers, and leadership** to translate research insights into customer experiences that improved usability and engagement.
- **Led full design lifecycles** from research through testing, delivering products that increased satisfaction and supported business performance.
- **Executed projects in agile environments**, enabling faster iteration cycles and higher adoption rates across client engagements.

Education

Masters of Fine Arts (MFA) , Painting

San Francisco Art Institute, CA

Bachelor of Arts with Distinction (BA), Art Theory and Practice

Northwestern University, Chicago IL

Certifications

AI for Designers – Interaction Design Foundation (IxDF)

Generative AI: Technology, Business, and Society Program – Stanford University Online

Career Essentials in Generative AI – Microsoft + LinkedIn Learning

Design Tokens: Powering Your Design System – Interaction Design Foundation (IxDF)

Skills

Design Tools

Figma, Sketch, Illustrator, Photoshop, Miro, Html, CSS, Javascript, Confluence, Jira

UX Methods

Interaction Design, Wireframing, Prototyping, User Research, Usability Testing, Journey Mapping, Service Design

Systems & Platforms

Design Systems & Tokens, Mobile (iOS/Android), Web, Consumer Electronics, Hardware/Software Integrations

Specialties

Product Strategy, Systems Thinking, Accessibility (WCAG), Inclusive Design, Generative AI in UX, Responsive Design, Creative Problem Solving, UX Copywriting

Strengths

Agile/Lean, Cross-functional Collaboration, Stakeholder Management, Mentoring & Team Leadership, Empathy