

Layla Wrencher

Product Designer

I'm a Product Designer with a background in visual design and healthcare. I combine research, strategy & data to achieve user and business goals.

[Laylawrencher.studio](https://laylawrencher.studio/)

[LinkedIn](#)

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New York, NY

EXPERIENCE

UX Designer & Lead UX Researcher, New York — *Formation Ventures*

Mar 2025 - Apr 2025

- Designed an AI conversational app for B2B
- Led 20+ interviews during discovery and evaluation modes, using mixed-methods research.
- Worked closely with CTO and Head Of Design, delivered written research reports outlining project status, scope, and problem definitions to cross-functional partners.

UX Designer, Remote — *General Assembly*

Jan 2025 - Apr 2025

- **Roku App Concept:** Conducted 20+ user interviews, uncovering 40% navigation issues and informing new features.
- **Great Jones Spa:** Redesigned booking flow and information hierarchy, increasing satisfaction by 75% and ensuring WCAG 2.1 AA compliance.

Licensed Massage Therapist, New York — *Zeel*

Oct 2025 - Present

- Delivered 800+ personalized sessions with a 4.8/5 rating, driving repeat bookings and referrals.
- Applying real time feedback and empathy to improving client satisfaction by 45%.

Visual Design Specialist, New York — *Milk Studios & Pier 59 Studios*

Jan 2017 - 2019

- Managed creative workflows, aligning visual direction with brand and business goals.
- Produced 30+ campaigns, boosting brand engagement by 30%.
- Streamlined project workflows, cutting vendor costs by 45% through efficient production planning and budgeting.

SKILLS

UX/UI Skills
User Research,
Design Thinking
System Thinking
Visual Design,
High-Fidelity Wireframes,
Prototyping
Information Architecture
Mixed- Method Research

Tools

Figma, Adobe CC (Photoshop
Illustrator, InDesign, Notion,
Miro, Slack, HTML, CSS

EDUCATION

General Assembly, UX Design
Immersive 2025— *Degree*

Jan 2025 - Apr 2025

Completed 500 hours

**Swedish Institute of Health
Sciences** — *Associate Degree
Massage Therapy*

Apr 2016 - March 2018

Completed 1,000 hours

