

Laura Weg

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PROFILE

Human-centered UX research and experience design leader with 10+ years shaping digital ecosystems in regulated healthcare environments. I specialize in mixed-methods research, service design, and information architecture. Known for guiding teams through change and turning complex insights into clear direction. Experienced with AI-driven workflows, enterprise platforms, and patient and provider journeys.

EXPERIENCE

UX Independent Contractor, Red Cell Partners

Feb. 2026 – May 2026, San Diego, CA

- Translated research insights into journey maps and Figma prototypes for AI-driven healthcare experiences.

Senior Information Architect, Sharp HealthCare

June 2020 – Dec. 2023, San Diego, CA

- Led UX research and strategy for Sharp's transition to Epic EMR; designed mobile app flows supporting 500K+ patient activations in year one.
- Planned and executed dozens of qualitative and quantitative studies (moderated testing, surveys, card sorts, concept evaluations).
- Delivered research-driven digital tools (urgent care wait times, scheduling, payment plans) that improved patient acquisition and satisfaction.
- Created interactive prototypes for internal admin tools and consumer experiences, enabling faster decision-making and scalable feature expansion.
- Owned site architecture and user journeys for Sharp.com, using analytics and heatmaps to improve engagement and usability.
- Served as a key decision-maker during Contentful CMS implementation; produced architecture diagrams, workflows, and cross-site design patterns.
- Mentored junior UX designers and PMs, strengthening research rigor and storytelling.

- Supported development of Sharp's AI access platform, enabling employees to integrate AI into daily workflows.

Information Architect, Sharp HealthCare

Oct. 2012 – June 2020, San Diego, CA

- Led research and IA for Sharp.com's responsive redesign; conducted card sorting and usability testing to restructure 2,000+ pages.
- Designed interactive features that increased doctor searches by 30% and boosted sitewide engagement.
- Served as product owner for Sharp.com; managed backlog, wrote requirements, and collaborated across engineering, marketing, and clinical teams.
- Developed user personas widely adopted for design, development, and research recruitment.

Web Analyst, Sharp HealthCare

July 2009 – Oct. 2012, San Diego, CA

- Established Sharp's first usability testing program, shifting the organization toward research-informed development.
- Owned interface design and content strategy for Sharp's first patient portal (mySharp), collaborating with executives, physicians, developers, and infosec.

Executive Producer, Einstein Industries, Inc.

Aug. 2006 – June 2009, San Diego, CA

- Managed a team of 10 videographers, producers, and SEO specialists delivering custom digital experiences for medical and legal clients.
- Conducted provider and patient interviews nationwide, strengthening storytelling and insight-gathering skills foundational to UX research.

Staff Writer/Content Production Manager, Einstein Industries, Inc.

Jan. 2005 – Aug. 2006, San Diego, CA

- Collaborated with designers and developers to create custom medical and legal websites.
- Produced SEO-optimized content and metadata to achieve high Google rankings.
- Supervised a large content team and streamlined editorial operations.

EDUCATION

University of California, Los Angeles

B.A. Communication Studies, English Minor

Cum laude, College Honors Program

CORE STRENGTHS

- Mixed-Methods Research
- Qualitative Moderation
- Quantitative Analysis
- Information Architecture
- Journey Mapping
- Service Design
- Usability Testing
- Research Roadmapping
- Cross-Functional Collaboration
- Storytelling & Synthesis
- Mentorship
- AI-Assisted Workflows

TOOLS

- Figma
- Miro
- Axure
- Balsamiq
- InVision
- Jira
- Photoshop
- Smartsheet