

Laura Weg

UX leader and customer experience advocate, driving strategy and execution across design, engineering and business.

EXPERIENCE

Senior UX Architect, Sharp HealthCare

June 2020 – Dec. 2023, San Diego, CA

- Designed user flows and interfaces for a custom mobile app to support Sharp HealthCare's transition to Epic EMR, resulting in 500K+ activations in the first year.
- Led UX strategy with a focus on accessibility and ease of use, delivering tools like urgent care wait times, appointment scheduling and payment plans to increase patient acquisition and satisfaction.
- Created interactive prototypes for internal admin tools and front-end customer experiences, streamlining data management and enabling feature expansion.
- Owned site architecture and user journeys for Sharp.com, applying analytics and heatmap insights to improve engagement and usability.
- Key decision maker during Contentful headless CMS implementation, delivering interactive architecture diagrams and key page designs across multiple sites.
- Mentored junior UX designers and product managers, fostering skill growth and cultivating a collaborative, user-focused design culture.
- Supported strategic development of Sharp's AI access platform, empowering employees to leverage AI in daily operations.
- Drafted test plans, developed prototypes and moderated dozens of in-person and remote usability testing sessions.

UX Architect, Sharp HealthCare

Oct. 2012 – June 2020, San Diego, CA

- Played a key role in the success of Sharp.com's responsive redesign. Devised card sorting exercises and usability tests to plan new navigation and streamline 2,000+ pages. Created wireframes for interactive features, resulting in a 30% jump in Find a Doctor searches and increased traffic site-wide.
- Served as product owner for Sharp.com, managing backlog and writing requirements for priority features – including one of the region's first emergency room reservation tools.
- Developed user personas for Sharp.com and other products. Personas were highly leveraged during product development and for user testing recruitment.

Web Analyst, Sharp HealthCare

July 2009 – Oct. 2012, San Diego, CA

- Established Sharp's usability testing process, driving a shift toward research-informed product development and improved patient experience.

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EDUCATION

University of California, Los Angeles

2004

B.A. Communication Studies, English Minor

Cum laude, College Honors Program

ACHIEVEMENTS

Sharp HealthCare Employee of the Month

Sep. 2014

Sharp Pillar of Excellence Award, mySharp team

Oct. 2010

SKILLS

UX strategy
Information architecture
Wireframing
Customer journeys
Usability testing
Accessibility
Product roadmaps
Agile development
Design sprints
Persona development
Team leadership
Content strategy
SEO

TOOLS

Figma
Axure
Balsamiq
Invision
Jira
Miro
Photoshop
Smartsheet

- Owned interface design and content strategy for Sharp's first patient portal mySharp. Collaborated with a team of executives, physicians, developers and infosec to support successful product launch and feature additions.

Executive Producer, Einstein Industries, Inc.

Aug. 2006 – June 2009, San Diego, CA

- Managed a team of 10 videographers, producers and SEO specialists. Hired and trained to support growing demand for custom video websites.
- Produced video shoots and conducted provider and testimonial interviews at medical and legal offices throughout the country.

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

Jan. 2005 – Aug. 2006, San Diego, CA

- Worked closely with designers and developers to create custom medical and legal websites. Consulted with clients and crafted localized SEO content and metadata to attain high rankings on Google.
- Supervised a large content team, refining editorial operations to drive faster project completion.

Production Assistant, KUSI News Television

Aug. 2004 – Dec. 2004, San Diego, CA

- Wrote news stories on deadline to air on live morning broadcast. Contributed to show production by compiling scripts, operating teleprompter and assisting with other tasks as needed.