

Lauren Schmidt

Design Lead

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 laurenaschmidt.com

Design systems lead with 8+ years at HP Inc., progressing from entry-level designer to lead designer. Leader of Veneer's documentation website and documentation team for HP's official design system serving hundreds of projects. Combines deep design systems expertise with cross-team leadership, turning component libraries into well-documented platforms that drive consistency at enterprise scale.

Experience

Design Lead at HP Inc.

November 2022 - Present • Remote

- Lead a documentation team of 8-10 for Veneer's design system website, HP's official design system and 2025 UX Design Award Product winner
- Document and support 54 components across the 3rd major version of Veneer, serving hundreds of projects across HP
- Leading migration to version 4: migrating documentation to a new CMS tool and auditing/redesigning all assets and written documentation
- Influence global design system decisions as one of 8 design leads
- Manage project delivery by running Scrum ceremonies, maintaining backlog hygiene, and creating team roadmaps
- Collaborate with Veneer's head architect, design system lead, and education/advocacy teams to document their work and initiate user testing
- Defined governance processes for requesting new component documentation, feature requests, and global documentation
- Identify documentation gaps and drive solutions end-to-end, including announcements page, release notes page, and site-wide search
- Present at Veneer Huddles — user community sessions covering latest updates, answering questions about the website and documentation
- Delivered a talk to ~300 attendees on the importance of consistency in design in software, presented to the Customer Experience organization
- Onboard new team members and participate in the interview process for hiring
- Meet regularly with other design leads to identify gaps, sync on initiatives, and coordinate cross-team support
- QA Veneer Figma components during documentation work and report issues to the web component team
- Document design tokens, theming guidelines, and accessibility standards including ARIA label best practices and focus ring implementation
- Collaborate with dev ops team to document custom Figma plugins; use plugins to identify broken styles and ensure assets connect to Veneer's global library files

Senior User Experience Designer at HP Inc.

June 2021 - November 2022 • Remote

- Built the Veneer design system documentation website from scratch, owning wireframing, information architecture, and visual design end-to-end
- Researched industry design system documentation (Material, Carbon, Polaris, etc.) to establish best-in-class standards
- Designed the website's information architecture to organize components across multiple platforms (Web, Windows, iOS, Android)
- Collaborated with developers to create website templates and custom CMS blocks through iterative design-dev cycles
- Worked with subject matter experts and a content writer to translate technical documentation into user-friendly content with supporting visuals
- Mentored a junior designer on the documentation team

Junior User Experience Designer at HP Inc.

May 2020 - June 2021 • Spring, Texas • Hybrid

- Migrated 50+ design system components from Sketch to Adobe XD and Figma for Veneer's major version 2 to 3 transition
- Lead and participated in Veneer Figma library releases
- Participated in design charrettes to help design components for the next major version of the design system
- Began work on the Veneer documentation website, owning wireframing, information architecture, and design from end-to-end
- Mentored another designer on the team
- Gained end-to-end project ownership, leading initiatives from concept through delivery

Entry Level User Experience Designer at HP Inc.

June 2018 - May 2020 • Spring, Texas • On-site

- Designed UI dashboards and data visualizations for TechPulse, HP's fleet computer management platform serving thousands of devices
- Established data visualization patterns from scratch and designed custom color palettes optimized for color contrast
- Created decision-flow guides to help others select appropriate visualization types for their use cases
- Presented data visualization standards to the organization during a lunch-and-learn; served as the data visualization expert on the design team
- Collaborated directly with engineers, project managers, and product designers through UI reviews and regular design-dev communication

Creative Design Intern at USAA

May 2017 - August 2017 • San Antonio, Texas • On-site

- Designed a fully functioning prototype for an internal website to improve loan underwriter workflows as a solo project
- Conducted user research and validation with underwriters to inform the design
- Presented the prototype to senior divisional leadership at the end of the internship

Education

Texas A&M University

2014 - 2018 • College Station, Texas

- Bachelor of Science in Visualization
- Graduation Cum Laude
- Dean's List

Software

 Figma

 Adobe Creative Cloud

 GitHub

 Microsoft Office

 Google Workspace

 Google Analytics

 Notion

 Asana

 Sanity

 Supernova.io

Skills

Design Systems	Team Leadership
Visual Design	Scrum
Data Visualization	Project Management
UX/UI Design	Mentoring
Information Architecture	Cross-Team Collaboration
Accessibility (WCAG)	Feedback & Iteration

Training & Awards

UX Design Award - Product 2025

September 2025 • UX Design Awards

Catalyst Emerging Women

May 2024 • Emerging Human

Design Leadership Fundamentals I

April 2023 • Design Dept.

Side Projects

Etsy Design Shop

- Sell Canva templates for wedding stationery

Real Estate UI Redesign

- Redesigned a client's website UI using Material Design

Animal Shelter Volunteer

- Volunteer design work for local animal shelter in Houston