

Coran LaPierre

Product Design Leader

User Experience | Content Strategy | Design Operations

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Open to remote and hybrid full-time opportunities.

Accomplished multi-disciplinary product designer with nearly 25 years of experience in agency and enterprise settings. Deep understanding of digital products and technology's role in shaping people's lives. Passion for crafting intuitive layouts and delightful experiences, writing compelling and persuasive copy, and scaling design frameworks. Design superpowers include organizing complex details, understanding user-system interactions, and articulating complicated ideas. Sincere interest in helping others to grow and to do their best work. Known as a driven but easy-going design expert, always up for a challenge with a strong bias for action and getting things done.

Key Skills

Leadership • Research • Strategy • Operations • Design Thinking • Vendor Relations • Change Management
Agile Methodology • Scrum Framework • Figma • Miro • Atlassian • Notion • Writer AI • Grammarly

Professional Experience

Asurion • Remote (Canada)

With over 280 million customers, Asurion is a global leader in tech care and device protection plans. Headquartered in Nashville, TN, they offer mobile phone and home tech protection plans directly to consumers and through the largest wireless carriers and online retailers.

Senior Principal Product Designer

Feb 2023 – Apr 2024

Managed enterprise projects from inception to completion, implemented data-driven solutions to enhance overall performance, and collaborated with stakeholders to develop targeted strategies aligned with business objectives.

- Achieved \$1.5M savings in software fees and licenses.
- Reduced cost per service event (CPSE) through optimized processes, resulting in higher profitability margins.
- Increased service event sales attachment rates through coaching tools designed to help field technicians with sales opportunities.
- Streamlined and automated risk rule-authoring processes in the company's mobility protection vertical, reducing time to market for new client launches from several months to weeks.
- Worked closely with user audiences to improve overall platform SUS scores through discovery, user testing, and iterative design.

Senior Principal, Design Operations

Feb 2022 – Jan 2023

Defined DesignOps as a discipline, transformed product design, implemented operational standards, policies, and procedures, mentored junior designers, and fostered professional growth and development.

- Reimagined how business objectives and goals could be tracked by implementing cloud-based systems (Coda, Notion), leading to increased awareness and collaboration across business units.
- Defined how product teams should function consistently and transparently, resulting in reduced meetings and increased productivity.
- Developed and implemented reliable, repeatable, and efficient design processes that improved product quality and standards.
- Improved design team health and happiness, collecting feedback and tackling important issues, resulting in lowered attrition rates.
- Achieved over \$200K savings in software fees and licensing by converging tools and reducing usage footprints.

Principal Product Designer

Jan 2018 – Feb 2022

Developed Content Design as a capability, created and maintained global content guidelines and standards, ensured consistency across all products and utilized data-driven design approaches to create compelling solutions that catered to diverse user needs.

- Championed process improvement initiatives leading to significant cost savings while keeping quality high.
- Reduced customer call volume and agent call handling time through omnichannel system optimization (web, IVR, agent), resulting in exponential savings through continuing decreasing costs.

- Led design efforts as part of the company's first fully distributed product team, surpassing goals to improve NPS and reduce churn related to the company's mobility protection vertical.
- Improved quality and consistency in customer-facing communications, leading to higher NPS and reduced churn.
- Developed global templates and pre-approved content snippets in customer-facing communications (email and SMS), reducing time to market for new client launches from several weeks to days.
- Achieved company-wide adoption of content style guide by spearheading collaboration with Brand, Marketing, and Customer Solutions and leading content guild activities.

Senior Manager, Product Design

Apr 2011 – Dec 2017

Led cross-functional teams to achieve project milestones and deliver high-quality results while working closely with other departments to drive organizational success jointly as one cohesive unit.

- Improved team productivity through performance monitoring and fostering a collaborative work environment.
- Increased attachment rates and reduced churn related to protection plan sales on partner e-commerce platforms (Amazon, Walmart, Tractor Supply Co, Guitar Center, B&H Photo, etc.).
- Contributed to long-term partnerships and protection plan exclusivity with Walmart and Amazon through unique and engaging cross-selling initiatives.

ikrave Creative Group, Inc. • Burnaby, BC, Canada

A highly acclaimed design agency founded in 2000, ikrave's small team of design professionals delivered best-in-class branding and marketing solutions for businesses spanning North America.

Director of Digital & Interactive Media

Apr 2000 – Apr 2011

Founded and led the design agency and managed a staff of designers, developers, writers, and illustrators, providing digital solutions for online marketing, e-commerce, and progressive web applications.

- Acquired Canada's and the United States' largest traveling carnival companies and retained them as key accounts for over ten years.
- Continually realized growth and profitability year over year, leading to company expansion from two employees to more than a dozen.

Additional Experience

ikrave Interactive Media • Vancouver, BC – Freelance Design Consultant (2011 – 2022)

The Confidence Group, Inc. • Vancouver, BC – Investigations Operations Manager (2000 – 2001)

CPA Investigations • Vancouver, BC – Sr. Private Investigator (1998 – 2003)

Education

UX Certification – Research Specialty + DesignOps: Scaling UX Design and Research
Neilson Norman Group | NN/g • Remote (Dec 2020)

A+ Certification Program – Certified Service Technician
Computing Technology Industry Association • Vancouver, BC (Jun 1998)

Electronics & Computer Information Systems – Level 1 Electronics Technician Common Core
British Columbia Institute of Technology • Burnaby, BC (May 1998 – Sep 1998)

Professional Diver Training Program – Certified Open Water Scuba Instructor
Diving Dynamics (BC College of Diving) • Kelowna, BC (May 1994 – Oct 1994)

Red-Seal Interprovincial Journeyman Program – Trade Certificate of Qualification: Cooking
Vancouver Community College (Apprentice Program) • Vancouver, BC (Jan 1991 – Jan 1994)

Fine Arts Diploma Program – Fine/Studio Arts, General
Kwantlen College (Kwantlen Polytechnic University) • Surrey, BC (Sep 1988 – Mar 1989)