

CHARLOTTE LANE GORDON

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT
M.B.A., Fully Employed Program, Social Impact Specialization

Los Angeles, CA
June 2027

GENERAL ASSEMBLY
User Experience Design Immersive Student

Remote
April 2021

WASHINGTON UNIVERSITY IN ST. LOUIS
B.A. in Psychological & Brain Sciences, Minor in Communication Design

St. Louis, MO
May 2016

- Nominated for Excellence in Senior Leadership Award. GPA: 3.45/4.00
- Activities: President of KUUMBA, Praxis Program (Interdisciplinary Leadership), DJ of KWUR, St. Louis Story Stitchers.

EXPERIENCE

WONGDOODY
Senior Product Designer – AECOM

Los Angeles, CA
March 2024 - Present

- Lead human experience design research & provide holistic recommendations for project manager experiences globally.

Senior Product Designer – Microsoft, Air Canada, TJX, Inc. (TJ Maxx, Marshalls, Home Goods)

April 2023 - March 2024

- Created 13 sales dashboard widgets for Microsoft's sales pipeline tracker. Designed customizable KPI visualizations.
- Consulted on new business pitches for Air Canada & TJX, assessing project's ux/ui & staffing needs & scoping project plans.

Senior Product Designer, Senior Visual Designer – Verizon

May 2022 – April 2023

- Designed, wireframed & prototyped vRepair NextGen, a cloud-based ticketing platform for engineers. Strategized business goals with leadership, integrated with Verizon's internal UX team & collaborated on development with offshore team.
- Developed 19 personas, 20 empathy maps & 150 workflows from ~60 end user interviews & design thinking workshops.
- Synthesized research into 286 actionable findings & addressed via new features including AI-driven ticket resolution tool.

Lead UX Designer, UX Designer - Bain & Company

Nov. 2021 - May 2022

- Conceptualized, wireframed & prototyped 30-screen chat & sales pipeline tracker mobile app for private equity group partners. Created design system addressing security & accessibility needs.
- Designed new features for staffing application including case planning whiteboard, project management Gantt chart & resource allocation data visualizations. Identified inefficiencies in Agile software development with leadership.

HONEY'S
Co-Founder

Los Angeles, CA
Feb. 2023 - Present

- Co-founded Honey's, a queer & lesbian bar residency, in Hollywood, CA. Led brand strategy, marketing & communications resulting in \$500K revenue in first year, 14k Instagram follows & features in premiere news outlets including NYT, Eater, LA Times, Timeout, The Hollywood Reporter, NBC, KCRW & ABC7. Named one of the "42 Best Gay Bars in America" by Esquire, the "20 Most Fun Bars in LA Right Now" by Infatuation & "The Best LGBTQ+ Bars in Los Angeles" by Thrillist.
- Negotiated partnership extension with first venue, Star Love, after successful 3-month residency.
- Advocated for best practices around BIPOC & trans-inclusion & created security training with DEI specialist.
- Conceptualized & produced 30+ community events & collaborated with 40+ queer businesses nationally & locally including LEX, The Lesbian Bar Project, Live Nation, Los Angeles LGBT Center, Feminist Center for Creative Work & OUTLOUD.

NESTERLY
Customer Advocate

New York City, NY
Aug. 2018 - Oct. 2019

- 1st hire for seed stage social enterprise focused on facilitating intergenerational home sharing online. Successfully expanded into a second market, facilitated ~80 homeshares & grew the online marketplace by ~400%.
- Automated key CX efforts by designing virtual matchmaking process, booking flow, contract development/amendment, post-homeshare review & SMS automations. Designed backend administrative dashboard to moderate marketplace.

FILAMENT LLC
Events Coordinator

St. Louis, MO
Oct. 2016 - Aug. 2017

- 1st hire for meeting facilitation & event hosting start-up. Coordinated 30+ facilitated meetings for clients including Nestle Purina, Lawyerist & the STL Federal Reserve. Created standard operating procedures.

ADDITIONAL

- **Languages:** Limited proficiency in Spanish.
- **Volunteering:** Founder/ Organizer of Eagle Rock Community Fridge (July 2020 – Present), Program Advisor for UC Riverside Extension's Design Thinking Program (Dec. 2022 – Present), UX Designer & Content Strategist for Bluedoor holistic wellness center (Oct. 2023 – May 2024), Ambassador for Sofar Sounds St. Louis (Sep. 2016-March 2018).
- **Interests:** Illustration (shared via @doodlebrainlane), native gardening, cooking, & community event production.