

# CHARLOTTE LANE GORDON

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## EDUCATION

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**UCLA ANDERSON SCHOOL OF MANAGEMENT** Los Angeles, CA  
*M.B.A., Fully Employed Program, Entrepreneurship & Social Impact Specializations* June 2027

- *Awards:* Co-Founder, Chummy (Knapp Venture Competition Semifinalist), Inclusive Excellence Grant Recipient.
- *Leadership:* VP of Social for Out@Anderson, Social Representative for FEMBA Student Council.
- *Memberships:* Tech Business Association, Women's Business Connection, OUT@Anderson, FEMBA Student Council.

**WASHINGTON UNIVERSITY IN ST. LOUIS** St. Louis, MO  
*B.A., in Psychological & Brain Sciences, Minor in Communication Design* May 2016

- *Leadership:* Nominated for Excellence in Senior Leadership Award, President of KUUMBA.

## EXPERIENCE

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**ANDERSON VENTURE IMPACT PARTNERS** Los Angeles, CA  
*Director of Housing & Community Development (Climate Tech Focus)* October – March 2025

- Sourced early-stage ventures for 500k+ student-led investment fund & conducted due diligence for Thermoshade.

**AIRBNB** Los Angeles, CA  
*Product Design Consultant, Senior Product Designer* February – August 2025

- Designed & prototyped MVP & shaped product strategy of new HIL AI-driven claims resolution platform to reduce mis-escalations, triage, & improve resolution time for sensitive Host property damage claims. Collaborated & co-designed logic of new software in LucidChart with operations experts, service designers, data scientists, & engineering leadership.
- Co-developed design system inspired by Salesforce Lightning 2 & Airbnb's external design system.
- Managed 2 designers, coordinated sprints in Jira & Confluence & led bi-weekly stakeholder check-ins.

**NEIGHBORHOOD LEGAL SERVICES OF LOS ANGELES COUNTY** Los Angeles, CA  
*Product Design Consultant (Social Impact Consulting Corps)* April – June 2025

- Led team of 5 in developing & delivering 36 distinct, actionable recommendations within clear prioritization frameworks to improve self-help services, website accessibility, pro-bono recruitment, fundraising, & collaboration with legal aid partners.
- Spearheaded human-centered design approach inc. 16 group staff interviews, client survey, website analytics for 6.3k site visits, analysis of 15 competitive & comparative legal aids & 2 meetings with external legal aid communications experts.

**WONGDOODY** Los Angeles, CA  
*Senior Product Designer* May 2022 - June 2024

- *AECOM* - Led UX research (50+ interviews), developed research artifacts (inc. 3 journey maps & 16 personas) & provided 24 holistic recommendations to optimize project manager workflows globally spanning 5 phases of project lifecycles.
- *NBC Universal, Freshworks, Charter, GE, Nissan, Microsoft* – Rapidly-prototyped RFP submissions & PoC prototypes & scoped UX/UI budgets for 8+ pitches with bizdev leadership, client partners, strategists & creative directors.
- *Verizon* – Designed & prototyped vRepair NextGen, a cloud-based ticketing tool to replace 20 yr. old legacy software. Developed roadmap, integrated with VZW's internal UX team, collaborated with offshore teams & advised on sunset plans.
- Developed 19 personas, 20 empathy maps, 150 workflows, & 286 actionable findings from ~60 end user interviews.

*Lead UX Designer* November 2021 - May 2022

- *Bain & Company* - Designed & prototyped 30-screen chat & pipeline tracker mobile app to help PE partners collaborate. Created scalable design system focused on accessibility & security. Developed staffing app to improve resource allocation.

**HONEY'S AT STAR LOVE** Los Angeles, CA  
*Co-Founder, Experience Designer* February 2023 – June 2024

- Founded & led brand, marketing, & comms for first-of-its-kind queer bar, driving \$500K in Y1 revenue, 14K Instagram follows & organic press (NYT, LA Times, Esquire). Partnered with 40+ businesses & championed BIPOC/trans inclusion.

**EAGLE ROCK COMMUNITY FRIDGE, LA COMMUNITY FRIDGES** Los Angeles, CA  
*Co-Founder, Experience Designer* July 2020 - Present

- Launched 24/7 community fridge via digitally connected mutual aid network. Onboarded ~450 volunteers to LACF & ~150 to ER fridge. Fed ~70k visitors, raised >4k, & coordinated aid & recruitment with CD14 & LA non-profits & mutual aids.

**NESTERLY** New York City, NY  
*Customer Advocate, First Hire* August 2018 - October 2019

- Grew intergenerational homesharing marketplace by 400% (~80 homeshares), automated SMS, booking, lease development, & reviews. Participated in Blue Ridge Labs' Catalyst cohort & Grand Central Tech's Startup-in-Residence program.

## ADDITIONAL

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- *Skills:* Figma/FigJam, Adobe Suite (Illustrator, Photoshop, InDesign, XD), WCAG 2.2, Notion, Jira, Confluence, GitHub, Miro, Lucidchart, Asana, Google Analytics, Wix/Squarespace/Wordpress, Hubspot, Zendesk, Twilio, Salesforce, Tableau.
- *Certifications:* General Assembly User Experience Design Immersive Student (April 2021).
- *Volunteering:* Treasurer & Boardmember at Egremont Hill Farm (2026).