

TROY LAWRENCE

Senior User Experience Designer / Product Designer

Plano / Dallas, TX • Open to Hybrid & Remote

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PROFESSIONAL SUMMARY

Senior User Experience Designer with 20+ years of experience designing enterprise software, digital products, and scalable design systems. Proven ability to lead end-to-end UX initiatives, translate complex requirements into intuitive user experiences, and influence product direction through research, strategy, and design execution. Strong background in enterprise platforms, workflow optimization, and cross-functional collaboration.

CORE SKILLS

User Experience Design • Product Design • UX Strategy • User Research • Personas & Journey • Mapping • User Flows • Wireframing • Prototyping • Design Systems • Interaction Design • Usability Optimization • Information Architecture • Enterprise UX • Figma • Adobe Creative Suite • HTML • CSS • WordPress

PROFESSIONAL EXPERIENCE

Cenergistic — Senior User Experience Designer

2018 – Present

Lead UX design for enterprise energy management platforms used by schools and healthcare organizations.

- Own end-to-end UX design across multiple enterprise applications, including web and mobile platforms
- Translate complex energy data and workflows into intuitive, user-centered interfaces
- Design and maintain a scalable design system ensuring consistency across products and development teams

- Conduct user research, develop personas, and map user journeys to inform product direction
 - Create wireframes, prototypes, and high-fidelity UI designs to support product development
 - Collaborate closely with stakeholders, engineers, and leadership to define requirements and improve product outcomes
 - Influence product strategy by identifying usability issues and advocating for better solutions
 - Improve workflow efficiency, reduce user error, and enhance overall user satisfaction across platforms
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Forte Payment Systems – Web Designer

2009 – 2018

Redesigned and optimized corporate and product websites supporting secure payment systems, with a strong focus on usability and user experience.

- Led redesign efforts to improve usability, clarity, and conversion across payment-related web experiences
 - Structured user flows and information architecture to simplify complex payment processes
 - Enhanced user journeys for product discovery, onboarding, and support
 - Collaborated with cross-functional teams to align business goals with user needs
 - Iterated on designs based on feedback, performance insights, and evolving product requirements
 - Ensured consistency in branding, interaction patterns, and user experience across digital properties
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EDUCATION

Bachelor of Arts in Art
University of North Texas
