

Lara McKinney

A design-oriented systems thinker with 7 years of experience in complex, highly regulated industries

Work Experience

Product Design Specialist

Accenture | June 2021 - Present

Fortune 100 Retirement Services Org / Retirement education tool

- Awarded Client Hero Award
- Led team of 2 designers and 2 content strategists to deliver designs in half the time normally recommended for the scale of the project
- Proposed an AI-powered interpretation feature backed by detailed risk and feasibility analysis, carried forward into the broader program's AI strategy

Fortune 100 Retirement Services Org / Error management dashboard

- Led weekly design reviews, feature definitions, and tech solutioning sessions with director-level Product & Tech stakeholders
- Proposed error data analytics to inform future process enhancements
- Established foundational patterns for internal tools, adopted program-wide

Global Quick Service Restaurant / Executive reporting & design system

Placed #1 in Accenture's Top Innovation Projects (Midwest, 2024)

- Redesigned the executive data reporting tool, reducing quarterly reporting prep by 60-70% and cutting KPI delays from months to 1-2 days
- Built a scalable design library adopted by 8+ client teams, accompanied by usability and accessibility (WCAG 2.0 AA) guidelines

State Department of Energy and Environment / Service blueprint

- Led 60+ stakeholder interviews to surface workforce, outreach, and quality-assurance needs for a new energy efficiency rebate program
- Synthesized findings into an illustrated service blueprint and guidebook, adopted by the program implementer to guide rollout decisions

Fortune 500 Healthcare Provider / Patient Forms Redesign

- Facilitated sessions with Tech, Design, and Product stakeholders
- Drove 50% increase in member registration through improved UX

UI/UX Design Lead

Ohu (e-commerce startup) | May 2020 - May 2021

- Led design research and usability tests to inform brand and product direction
- Defined and wireframed 12 user flows

Activities

Design Guild

Digital Products at Accenture | October 2025 - Present

- Organized sessions with 40+ regular attendees aimed at growing craft knowledge, with a recent focus on using AI for design workflows

Accessibility & Inclusivity (A&I) Initiatives Lead

Digital Products at Accenture | Dec 2024 - Dec 2025

- Launched and led A&I Tips, leading a 4 person team to curate bite-sized content for an audience of 130+ product designers
- Launched and led A&I Knowledge Share, organizing quarterly presentations on topics like Designing for Neurodiversity

📍 Plano, TX

Portfolio: laralontocmckinney.com

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Education

University of Notre Dame

- Business Technology
- Visual Communication Design
- Dean's List

Certifications & Learning

- Udacity Agentic AI training
- Reinvention with Stanford HAI
- Deque UX Design Curriculum
- Deque Accessibility for Designers
- edX W3C Cert: Accessibility

Skills

Product Design

Wireframing, prototyping, Interaction Design, Visual Design, Design Systems, Design Governance, Usability / User Testing, Site Mapping, Data Visualization, Accessibility

Service Design

Design Research / Discovery, Ideation Facilitation, Journey Mapping, Service Blueprints

Tools

Proficient

- Figma
- Claude
- FigJam / Miro / Mural
- Photoshop / Illustrator
- WCAG tools

Working Knowledge

- After Effects
- HTML / CSS
- Tableau
- Jira