Laura Scullin

Content Design | Brand & Product Strategy

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Experience

Lead UX Content Designer • Indeed

May 2021– July 2025

Pioneered the Lead Content Designer role at Indeed, driving strategic content work across the platform. Team leader for Indeed's "in-house agency" group, shepherding UX designers and stakeholders through high-profile, cross-organization efforts. Aligned execs, VP of Product, & CEO around a shared platform vision, strategy, and roadmap for the future of hiring at Indeed.

Venture Designer • Newlab

March 2020 - May 2021

Newlab is a venture platform that incubates ethical startups and helps critical technologies get to market. Partnered directly with Newlab's founders on the most urgent ventures of 2020. Worked with each venture on brand positioning, product definition, websites, MVP digital products, launch communications, public relations, and any information strategies needed to reach key milestones.

Sr. Content Strategist • frog design

Jan 2017– March 2020

First staff Content Designer at the international design agency, led all content projects in North America. Defined the service offering, managed contractors, and trained a new content team in Mexico City studio. Also a Global Brand Lead with focus on brand positioning, brand architecture, and verbal identity.

Brand & Product Strategist • Accomplice

2015 – 2017

Co-founded product design agency with former Chief Creative Officer at Fjord/ Accenture. Collaborated with data scientists to combine quant data with qualitative research for all client brand and product strategies. Consulted with clients at every level from M&A strategy to daily product stand-ups.

Product Strategy Director • Fjord (Chaotic Moon)

2014 – 2015

Creative lead for all product strategy and service design engagements. Led teams of design researchers, business analysts, content strategists, product architects, and visual designers through ambiguous product discovery and definition phases. Defined this new product strategy offering, including processes, deliverables, pitch materials, project scoping, and job descriptions.

Content Strategy Director • Fjord (Chaotic Moon)

2012 – 2014

Hired as a copywriter for marketing materials, video scripts, pitches, and UX copy for mobile apps and company websites. Pitched and scoped $10M+ in work in the first year and trained sales and project management on content strategy discipline. Hired and managed a small content team.

Skills

Digital Product Strategy

Brand Positioning

Stakeholder Alignment

Content Audits & Models

Information Architecture

UX & Brand Copywriting

UX Research & A/B Testing

Design Sprints & Rapid Prototyping

Brand Voice & Tone

Design Systems & Content Guidelines

Conversational Design (Agentic AI)

Large Language Models (LLMs)

Tools & Tech

Figma, Figjam, Miro, Mural, Adobe Creative Cloud, Ditto, Zeroheight, Optimal Workshop, Dovetail, Dscout, FullStory, UserTesting, JIRA, Confluence, Asana, Monday.com, Airtable, Notion, Contentful, Mailchimp, ChatGPT, Claude

Awards

2022 HR Tech Award

2021 Digital Wallet Impact Innovation Award for Product Design

2021 Digital Wallet Impact Innovation Grand Prize Award

2020 Fast Company Innovation by Design

- Spiro Devices, Newlab
- Applied XL, Newlab
- 2020 Design Company of the Year, Newlab

Education

B.S. in Communications, Advertising

The University of Texas at Austin
Texas Creative Sequence, Copywriting
August 2005 – December 2008