

Coran LaPierre

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Leader in Digital Product Design | UX Certified

- Multidisciplinary design professional with leadership experience in agency and enterprise settings.
- Extensive background in managing design for large-scale brands, websites, and global digital products.
- Passionate about coaching and mentoring with a genuine interest in helping others grow and do their best work.
- Known for organizing fine details, understanding user-system interactions, and communicating complicated ideas.
- Proven track record of completing design challenges, improving user experience, and driving strategic business outcomes.
- Expert in leading end-to-end iterative design processes, promoting user-centered design, and creating impactful solutions.

Professional Experience

ikrave Interactive Media | Vancouver, BC, Canada

Apr 2011 – Present

Digital design and brand marketing consultancy.

Digital Product Design Consultant | May 2024 – Present

Coaching and mentoring founder and board of new startup on design best practices, principles, and strategies.

Asurion | Vancouver, BC, Canada (Remote)

Apr 2011 – Apr 2024

Global leader in tech care and device protection plans.

Senior Principal, Product Design | Feb 2023 – Apr 2024

Led end-to-end design processes for complex projects, leading UX research to validate user problems, testing hypotheses, and informing strategic product decisions.

- Saved \$1.5M in third-party software fees by beating renewal deadlines and launching bespoke in-house solutions.
- Reduced cost per service event (CPSE) by \$.70 on average (\$2 reduction goal) by improving scheduling UI efficiencies.
- Increased attachments by >10% for eligible service events by introducing targeted sales tools for coaches.
- Accelerated time to market from months to weeks by improving UI efficiency for risk rule authoring and deployment.
- Improved SUS by 8 and 11 points for two key enterprise platforms by gathering and implementing user feedback.
- Mentored emerging designers through weekly peer reviews, guided design critiques, and upskilling sessions.
- Delivered positive results monthly toward business KPIs and OKRs and accelerated strategic initiatives.

Senior Principal, Design Operations | Feb 2022 – Jan 2023

Established DesignOps discipline, transformed product design with new operational policies and procedures, devised the inaugural product design apprenticeship program, and ensured emerging designers had meaningful work assignments.

- Fostered professional growth and development of three design apprentices by forming the Asurion Apprenticeship Program, overseeing candidate selection and onboarding, and mentoring apprentice designers to associate level.
- Saved \$250K annually in software fees by overhauling the design tools suite, procuring new productivity tools, implementing enterprise design tools, and minimizing usage footprints.
- Reduced attrition by 2x, improved team health and happiness, and boosted morale—measured through managed anonymous feedback loops and pulse surveys.
- Reduced time to work readiness by several days for new hires by designing new onboarding guides and welcome kits.
- Increased productivity by 1.5x by reducing meetings through new operational standards and cloud-based messaging.
- Enhanced product standards, quality, and consistency by developing efficient, repeatable design processes.

User Experience Principal | Jan 2018 – Feb 2022

Organized and directed design efforts for the first fully distributed product team tasked with optimizing omnichannel systems (web, IVR, agent) through Kaizen (continuous optimization) initiatives.

- Significantly reduced customer call volume and agent handling time, resulting in substantial cost savings and improved customer satisfaction by analyzing data (screen and voice recordings) and prioritizing initiatives.
- Increased NPS by several points and reduced churn by 2.1% in the mobility protection vertical by enhancing customer communications quality and consistency.

- Accelerated time to market for new client launches from weeks to days by developing global templates and pre-approved content snippets used across multiple verticals.
- Improved content consistency and brand integrity by authoring a comprehensive content style guide and spearheading company-wide adoption.
- Managed change through content design guild activities, learning events, and office hours centered on training, oversight, and process improvement.

Senior Manager, User Experience | Apr 2011 – Dec 2017

Led cross-functional teams to achieve project milestones and deliver high-quality results in enterprise design.

- Consistently achieved high-performance ratings for UX professionals through hiring, managing, and training.
- Boosted team productivity through performance monitoring and fostering a collaborative work environment.
- Established design as a cornerstone in product development by building advocacy across Product and Engineering.
- Accelerated time to market, increased completion rates, improved NPS, and reduced churn by delivering scalable platform solutions for multiple verticals and programs.
- Increased sales attachment rates and reduced churn for protection plan sales on partner e-commerce platforms, resulting in long-term partnerships and exclusivity with Amazon and Walmart.

ikrave Creative Group, Inc. | Burnaby, BC, Canada**Apr 2000 – Apr 2011**

Acclaimed design agency known for innovative branding and marketing solutions.

Director of Digital Design | Apr 2000 – Apr 2011

Founded and led the design agency, managing a multidisciplinary team to deliver digital solutions for online marketing, e-commerce, and web applications.

- Secured and retained dozens of critical accounts, achieving consistent annual growth and profitability.
- Expanded the company from two to over 12 employees, developing business processes and support for staff.

Education & Professional Development

Fine Arts Diploma Program – Fine/Studio Arts, General

Kwantlen Polytechnic University

Human-Centered Design Fundamentals

Luma Institute

UX Certification – Research Specialty + DesignOps: Scaling UX Design and Research

Neilson Norman Group | NN/g (Certification ID: 1041776)

Other Education

Red-Seal Interprovincial Journeyman Program – Trade Certificate of Qualification: Cooking

Vancouver Community College

Professional Diver Training Program – Open Water Scuba Instructor

Diving Dynamics | BC College of Diving

Electronics & Computer Information Systems – Electronics Technician

British Columbia Institute of Technology

Soccer for Life Certification – Youth Soccer Coach

Canada Soccer