

Laura Gotkin

UX Designer

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PROFILE

With over 6 years of People Operations experience and a background in Human Resources Management and Psychology, I thrive in environments that leverage my operational strengths, my process-driven mindset, and my passion for ideation, creativity and experimentation. Leveraging my different strengths, combined with a high degree of empathy, have proven to be an asset when working on teams and delivering projects under tight timelines.

SKILLS

Workday, Degreed, Cornerstone, Microsoft Excel, Microsoft PowerPoint, Figma, InVision, Project Management, Card Sorting, Google Slides, Adobe Premiere Pro

EXPERIENCE

People Operations Specialist | Ontario Teachers' Pension Plan

JUL 2018 - NOV 2021, ONTARIO, CA

- Designed and enhanced employee processes leveraging HCM tools to increase employee efficiency
- Developed a virtual onboarding process with an interdisciplinary project team to onboard 480 employees from March 2020 to Sept 2021 with a 93% employee satisfaction rate measured through employee surveys
- Planned and executed the organization's first global, virtual, fundraising campaign; key member of small cross-functional project team raising over \$800,000 CAD with 80% employee engagement; collaborated with team members on all aspects of campaign; managed project plan, tracked key project deliverables and drove prioritization

HR Shared Services Team Lead | Thales Canada Inc.

NOV 2016 - JUL 2018, ONTARIO, CA

- Managed team of 3, onboarding and training new team members
- Lead the implementation of a case management tool, including managing project deliverables, configuration; training users, and change management
- Advised managers and employees on Workday as well as HR policies

Learning Operations Specialist | The Home Depot Canada

MAY 2015 - NOV 2016, ONTARIO, CA

- Advised, supported HR managers experiencing LMS issues
- Researched industry best practices and provided recommendations to inform Learning department's measurement strategy
- Created tools to support employees learning to use the LMS including an interactive job aid to increase employee knowledge

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

JAN 2022 - APR 2022, ONTARIO, CA

George Brown College | Certificate, Human Resources Mgmt

JAN 2014 - 2015, ONTARIO, CA

York University | Bachelor of Arts, Psychology

2013, ONTARIO, CA

PROJECTS

- **Kindled (BrainStation) | 10-12 weeks** | Technologies used: Figma, Invision. Created an app to help couples in long term relationships manage sexual differences and desire discrepancies through improved sexual communication.