

LAURA SEGURA

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SUMMARY

I am an engineering and design leader passionate about tackling large-scale sustainability challenges. With 7+ years of experience leading cross-functional teams of engineers, designers, and management consultants to deliver high-impact projects, my work bridges technical execution with strategic vision through thoughtful communication, creative problem solving, and iterative building methods.

Portfolio of creative projects available at lauracsegura.com

PROFESSIONAL EXPERIENCE

Zero Waste Designer | Sustainable Stanford Stanford, CA | Sep 2024 - Jun 2025

- Designed and tested behavioral-change interventions like interactive displays and in-person education to engage campus community in Stanford's goal of 90% landfill diversion by 2030.
- Advised university sustainability teams on human-centered strategies for improving campus-wide waste diversion performance based on behavioral science research and systems approaches.

Research and Product Graduate Intern | ACTUAL HQ San Francisco, CA | Jun 2024 - Sep 2024

- Conducted strategic research on sustainable transformation (carbon capture and storage, renewable energy, construction) projects that served as the basis for the machine-learning models in ACTUAL's web-based GIS tool calculating Capital and Operating Expenses for projects.
- Translated technical findings into compelling storytelling presentations, enabling stakeholders and clients to quickly grasp project priorities through an intentional data narrative experience.
- Developed custom demos using public GIS datasets, strengthening the product design process for a web-based decision-support platform.

Product Manager | Accenture Technology Innovation Atlanta, GA | Sep 2018 - Sep 2023

- Led global teams of 5-20 software engineers, designers and consultants building proofs of concepts, live production sites, and interactive demos showcasing applications of emerging technologies.
- Owned interviews with executives and industry experts to direct priorities for builds and intended users, stakeholder meetings to manage feasibility conversations and daily team-wide ceremonies.
- Ensured on-time delivery of high-visibility products while strengthening client confidence by leading project staffing, budget, timeline and work plans prioritizing transparency and a collaborative ethos.
- Led the Atlanta Hispanic American ERG and leadership team of 18 hosting monthly community events, philanthropy initiatives and professional development workshops open to all employees.

EDUCATION

Stanford University | d.school Stanford, CA | Sep 2019 - Sep 2023

M.S. Engineering: Design, GPA 3.91

- Self directed, hands-on program focused on systems design, manufacturing and sustainability.
- Courses: Injection Molding/CNC, Life Cycle Assessments, Design for Manufacturing, Needfinding

Georgia Institute of Technology Atlanta, GA | Aug 2013 - May 2018

B.S. Mechanical Engineering with Honors, Minor: Industrial Design

- Delta Air Lines Interiors Engineering Co-op Completion (1 year)
- Awards: Best Overall Mechanical Engineering Capstone

SKILLS

Team Leadership	Rapid Prototyping	Design for Manufacturing	Systems Analysis
Client Relationships	Creative Technology	Design Research	Bilingual Spanish/English