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Sr Product Designer

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ABOUT ME

I am passionate about solving problems and bringing forward underrepresented voices. For the past 5 years, I have loved working with colleagues across the world to improve web and mobile products. I enjoy discovering new design techniques, mentoring others, and collaborating with developers to create great user experiences.

SKILLS & TOOLS

Skills

Product ideation and design on Agile teams, UI design (mobile and web), Design mentorship, Product management and ownership, Collaboration with teammates across multiple time zones

Tools

Figma, Sketch, Principle, Visual Studio Code

WORK EXPERIENCE



Current

Automattic — Remote (Multiple locations)

Senior Product Designer, apps and mobile web

Automattic Inc. is a global distributed company which was founded in August 2005 and is most notable for WordPress.com

- Designed and experimented with solutions for iOS and Android across seven apps.
- Focus on a mobile web project to help bridge the device accessibility.

December 2018 - March 2021

Buffer — Remote (Multiple locations)

Product Designer, mobile

Buffer is a fully remote team, creating web and mobile apps for social media scheduling.

- Designed, prototyped and created iOS and Android solutions for new and refined features. A recent success: the Remix app has helped 10,000+ users easily and beautifully share content across every channel and bring tweets to Instagram (4.5 rating in App Store).
- Interviewed users to identify key problems. Researched design solutions to solve prioritized use cases.
- Presented designs early and often to a range of key stakeholders, to facilitate their feedback.
- Led team and acted as product manager to prioritize scope and features for engineers.
- Collaborated with other web-focused designers to maintain feature parity and product consistency in mobile and web apps. Helped to maintain the product's design system to ensure best practices going forward.
- Used Principle to mock up ideas and collaborate with engineering stakeholders.

August 2019 - Present

Letter — Remote (Side Project)

Product Designer, web

Letter.so is a web-based tool that helps users create beautiful newsletters in minutes. About 500 users registered on the app and 1600 on the mailing list before soft launch.

- Designed the product from beginning to end: early UI sketches of initial ideas through to final UI design.
- Researched user behavior to understand pain points. Several tasks that were manual, repetitive actions were transformed into features that would save time for our users.
- Collaborated with the product's founder to identify the best ways to market the product and maximize user value.
- Helped users reduce the friction and time to send out a newsletter by creating tools that allowed even non-designers to successfully build newsletters.
- Improved user onboarding, focusing on tone to ensure users understood the product's value and didn't feel rushed to sign up.

August 2019 - Present

Prototypr — Remote (Side Project)

Product Designer, web

Prorotypr is a web platform where users can discover prototyping tools for designing mobile and desktop experiences. We currently see 5K visits monthly.

- Improved site hierarchy and layout to ensure users could accomplish key tasks. After launching a new design, it was featured on ProductHunt's Products of the Day.
- Interviewed users to identify key problems. Researched design solutions to solve prioritized use cases.
- Iterated design based on user needs, with a focus on highlighting key content.
- Facilitated idea improvements from social media and defect log, and prioritized tasks for future iterations.

June 2016 - November 2018

Ruboss Technology Corporation — Victoria, BC, Canada

UI/UX Designer

Based in Victoria, BC, Canada, Ruboss is an agency for startup products, and also offers their own startup product — a publishing platform called Leanpub.

- Practiced user-centered design to refine and improve the User Experience of products — from product research to user-testing.
- Collaborated with the CEO, responsible for the UI and UX design of web, mobile and desktop applications. This included the Leanpub web app and project management applications for clients based in Boston.
- Created interactive prototypes practicing responsive design to support all screen sizes and worked hands-on with HTML and CSS to collaborate with developers.

February 2014 - May 2016

HTC Corporation — Taipei, Taiwan

Senior Content Specialist — Zoodles Kid Mode

Global online service (Kid Mode); provides digital educational content/games to 8M+ preschoolers and their families.

- Built consensus around diverse and divided project teams; fostered a culture of excellence, innovation, and continuous improvement to help create a competitive advantage for the product.
- Led an 8 member educational analyst team to select, edit, and create storybooks in 10 languages for the Kid Mode application.
- Managed content licensing, curation, and app/game media updates, with a strong focus on content quality, UX, testing, and product performance.
- Collaborated with international outsourced artists and voice talent professionals to develop and bring to market copyrighted children's books; successfully created/published 10 books to date.