

EMMA WALSH

UX DESIGNER & RESEARCHER | Dublin, OH 43017 | (401) 447-9613 | walsh.r.emma@gmail.com | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Multifaceted and adaptable UX Designer and Researcher with a strong focus on user-centered design across financial services, healthcare, education, association, and nonprofit sectors. Skilled at using data-driven insights, information architecture, and an iterative design process to solve complex problems and create engaging and accessible digital experiences. Strong background in UX research, visual design, and collaboration with key stakeholders and cross-functional teams to align user needs with business goals, driving seamless and user-friendly interactions.

RELEVANT EXPERIENCE

Mighty Citizen, UX Designer & Researcher *Remote, 02/2024 - 01/2025*

- Led strategy and discovery efforts for diverse client projects, focusing on user research and information architecture to develop data-driven solutions.
- Conducted comprehensive user research, including stakeholder interviews, audience surveys, user personas, and usability testing to uncover insights and inform design decisions.
- Developed information architecture deliverables such as content audits, sitemaps, and wireframes to enhance navigation and user interaction across diverse digital channels.
- Synthesized data from user research, market trends, and user behavior analysis to provide actionable insights that drive strategic design decisions.
- Collaborated with cross-functional teams, including developers, marketers, and creative leads, to ensure seamless integration of design, accessibility, and business objectives.
- Presented research and design rationale to clients and stakeholders, effectively communicating the strategic value of user-centered design.

The Opportunity Project, Lead UX/UI Researcher & Designer *Remote, 08/2023 - 01/2024*

- Collaborated with a multidisciplinary team of engineers, data scientists, and UX designers in a 12-week sprint led by the US Census Bureau, the US Department of Commerce, and the Consumer Financial Protection Bureau to design a credit card shopping platform.
- Leveraged federal data, competitor, interview, and survey analysis to design a more competitive credit card shopping experience to ensure consumers can find a credit card that best meets their needs and promote competition in the credit card market.
- Iteratively refined designs based on user feedback, ensuring consistency and accessibility across multiple platforms.
- Led presentation of research and designs at the US Census Open Innovation Summit 2024.

Martello Investments, LLC, UX/UI Researcher & Designer *Remote, 06/2023 - 08/2023*

- Developed an intuitive client portal and onboarding system for a fintech startup, streamlining the account setup process for mobile and web platforms.
- Designed and facilitated user interviews, surveys, and usability testing to inform architecture and interaction design, enabling seamless client onboarding without direct assistance from the wealth manager team.
- Analyzed user research and competitive analysis data and learned that most investors are overwhelmed by the process of investing and actively seek support.
- Delivered a high-fidelity prototype with step-by-step navigation during the onboarding process, flexible customer support options, tools for monitoring investments, and streamlined information architecture using plain language for ease of understanding.

knowRX© Health, UX/UI Researcher & Designer *Remote, 05/2023 - 06/2023*

- Collaborated with key stakeholders of a pre-seed startup as part of a team of UX Designers to complete the end-to-end design of a physician portal for KnowRX, a digital health platform enhancing care team capabilities and promoting secure information exchange.

- Led UX Research and conducted user surveys, interviews, competitive and comparative analysis, affinity mapping, and usability testing to gather qualitative and quantitative data to understand physician pain points around patient information access and cross-functional collaboration.
- Designed a high-fidelity prototype with a focus on streamlined information architecture to allow physicians easy access to patient data, continuing education, and healthcare team communication.

ADDITIONAL EXPERIENCE

Gigi's Shelter, Nonprofit Program Manager *Canal Winchester, OH, 02/2021 - 03/2023*

- Developed and launched successful adoption and foster programs, significantly increasing adoption rates by 60%.
- Designed and executed print, web, and social media content, contributing to a 35% increase in audience engagement.

Columbus Humane, Nonprofit Program Manager *Hilliard, OH, 07/2018 – 07/2020*

- Oversaw operational and marketing functions, driving 36% growth in revenue and 35% increase in adoptions.
- Led cross-functional teams to execute adoption program strategy resulting in consistent 5-star ratings across Google, Yelp, and Facebook.

Abercrombie & Fitch, Senior Designer *New Albany, OH, 02/2012 – 07/2018*

- Managed all aspects of the design and development across multiple departments resulting in \$43.5 million in sales with an average of 63% margin.
- Collaborated with direct reports and cross-functional partners to execute on-trend assortments balancing sales history and market research within tight deadlines.
- Spearheaded seasonal international research trips and presented findings to the team.

TECHNICAL & INTERPERSONAL SKILLS

UX SKILLS: Experience Design, Stakeholder Interviews, Focus Groups, Audience Surveys, Information Architecture, Visual Design, Usability Testing, Prototyping, Storyboarding, Interaction Design, Responsive Design, Accessibility, Quantitative and Qualitative Analysis, Agile and Waterfall Methodologies

SOFTWARE & DESIGN TOOLS: Figma, Adobe Creative Suite, Sketch, Miro, Asana, Notion, Dovetail, SurveyMonkey, Optimal Workshop, Maze, Mentimeter, Google Workspace, Microsoft Office

INTERPERSONAL SKILLS: Cross-Functional Collaboration, Strategic Thinking, Leadership, Communication, Problem-Solving, Time Management, Adaptability, Empathy, Presentation Skills

EDUCATION

General Assembly | UX Design Immersive

Remote, Graduated: 06/2023

Rhode Island School of Design | Bachelor of Fine Arts, Apparel Design

Providence, RI, Graduated: 05/2011

VOLUNTEER EXPERIENCE

Revive & Thrive Project, Graphic Designer *Remote, 01/2024 - 03/2024*

- Designed branded assets for volunteer events, enhancing the organization's visibility and engagement.

Columbus Humane, Foster Parent *Remote, 03/2020 - present*

- Provided in-home medical care and socialization for cats and kittens, preparing them for successful adoptions.