

EMMA WALSH

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

SUMMARY

Strategic and innovative UX Designer and Researcher with a strong focus on user-centered design across financial services, healthcare, education, association, and nonprofit sectors. Adept at aligning user insights with business goals through in-depth research, iterative design practices, and following accessibility guidelines. Skilled in mentoring designers, developing design strategies, and creating seamless, scalable, and transformational user experiences.

RELEVANT EXPERIENCE

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

- Directed strategic research and design initiatives and championed user insights to drive actionable insights, resulting in transformational solutions for nonprofit and public sector clients.
- Conducted comprehensive user research, including stakeholder interviews, audience surveys, user personas, and usability testing to uncover insights and inform design decisions.
- Led the development of sitemaps, wireframes, and high-fidelity prototypes focusing on inclusive design and accessibility guidelines, enhancing user engagement across digital platforms.
- Synthesized data from user research, market trends, and user behavior analysis to provide actionable insights that drive strategic design decisions.
- Partnered with cross-functional teams, including project managers, developers, marketers, and creative leads to integrate user experience into product strategies, aligning business objectives with user needs.
- Presented research and design rationale to clients and stakeholders, effectively communicating the strategic value of user-centered design.

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

- Collaborated with a multidisciplinary team of engineers, data scientists, and product 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 promotes competition in the credit card market.
- Iteratively refined designs based on user feedback, ensuring consistency and accessibility across multiple platforms.
- Delivered end-to-end designs informed by user research and feedback, creating a north-star vision for an accessible and innovative digital experience presented at the US Census Open Innovation Summit 2024.

Martello Investments, LLC, UX/UI Designer & Researcher *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 led user interviews and usability testing to streamline the client onboarding journey, increasing onboarding efficiency by integrating user feedback into the process.
- Analyzed user research and competitive analysis data and learned that most investors are overwhelmed by investing and actively seek support.
- Developed scalable solutions, including step-by-step navigation and accessible investment tools, ensuring seamless integration across mobile and web platforms.

knowRX© Health, UX/UI Designer & Researcher *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 research efforts, synthesizing user interviews and market trends to design an intuitive physician portal that supports cross-functional healthcare 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.