

# EMMA WALSH

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## SUMMARY

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Multifaceted and adaptable product designer with experience in the healthcare, financial technology, and cannabis industries working with founders, stakeholders, and cross-functional teams on end-to-end user-centered research and design solutions. I also leverage 10+ years as a corporate fashion designer and non-profit manager to bring a unique and holistic perspective to product design.

## EXPERIENCE

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### **The Opportunity Project, Lead UX/UI Designer** *Remote, 08/2023 - present*

- Collaborated with a team of 15+ Software Engineers, UX/UI Designers, UX Researchers, Data Scientists, and Data Analysts on The Opportunity Project, led by the US Census Bureau, the US Department of Commerce, and the Consumer Financial Protection Bureau as part of a 12-week sprint.
- Leveraged federal data to facilitate 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.
- Developed a product design system including all branding, components, graphics, and illustrations.

### **Pigeon, UX Researcher** *Remote, 08/2023 - present*

- Founding UX researcher collaborating directly with founders, project manager, and sourcing team to develop a transparent and educational cannabis experience focused on conscious consumption.
- Developed beta program participant survey and interview guide to identify high-value users and solicit feedback about the product based on user expectations.

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

- Developed client portal and onboarding system for setting up and managing an investment account for mobile and PC in collaboration with the founders of fintech company Martello Investments, LLC.
- Designed and facilitated user interviews and surveys to guide the development of mobile and PC information architecture and interaction design, enabling seamless client onboarding without direct assistance from the wealth manager team.
- Conducted data synthesis through affinity mapping, competitive and comparative analysis, and contextual inquiries 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, industry-standard tools for monitoring investments, and streamlined information architecture using plain language for ease of understanding.

### **knowRX© Health, UX/UI 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 end-to-end design of a physician portal interface 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 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.

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

- Successfully launched adoption and foster programs with strategic buy-in from executive leadership, resulting in an adoption rate of over 60% and the rehoming of 1,000+ dogs within 2 years.
- Led the ideation, design, and execution of various assets, including print, web, email, product, and highly engaging social media content (copy, graphics, video, and photography) in collaboration with the marketing team to drive brand awareness and audience engagement.

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

- Achieved significant year-over-year growth in daily entry fee revenue (22%), event revenue (36%), and adoptions (35%) through effective management of operational and business functions, including animal care, guest services, retail inventory, vendor management, sales strategy, and reporting.
- Oversaw all aspects of café marketing, including calendar strategy, content creation, social media management, and brand development, resulting in increased customer engagement, repeat business, and a consistent 5-star rating across Google, Yelp, and Facebook.

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

- Supervised and drove all aspects of the design and development of multiple departments resulting in \$43.5 million in sales with an average of 63% margin.
- Managed direct reports and collaborated cross-functionally to execute product vision within a fast-paced environment.
- Spearheaded category research and presented findings to the team following U.S. and U.K. research trips.
- Designed and created on-trend assortments balancing sales history and market research while meeting tight calendar deadlines.

**TECHNICAL & INTERPERSONAL SKILLS**

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**UX SKILLS:** UX Design, Product Design, Visual Design, Usability Testing, Competitive and Comparative Analysis, Contextual Inquiry, Wireframing, Information Architecture, Prototyping, User Research, Usability Testing, User Stories, Responsive Design, User-Centered Design Principles, Agile and Waterfall, HTML/CSS.

**SOFTWARE & DESIGN TOOLS:** Figma, Sketch, Adobe Creative Suite, Google Workspace, Microsoft Office, Slack, Miro, Notion, Asana, Canva, Mailchimp, Whimsical, Optimal Workshop, Squarespace, Facebook Business, Maze, Wix.

**INTERPERSONAL SKILLS:** Leadership, Coaching, Project Management, Problem Solving, Communication, Time Management, Data Analysis, Adaptability, Detail Oriented, Empathy, Self Motivated, Cross Functional Collaboration.

**EDUCATION**

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**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*