

EMY MOYERS

Product Design | User Experience | User Interface

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EXPERIENCE

Product Designer (UX/UI)

Marsh & McLennan (iNGAGED)

2020 - Present Remote

- Imagine features and design interfaces for a web-first HR/Benefits based application
- Guide decision-making by conducting design research, leading user interviews, and presenting actionable insights to stakeholders
- Align with business goals by collaborating with product owners and developers to write and refine specs
- Eliminated development inefficiencies and improved consistency by building a design system and co-founding an SCS library
- Created interest and secured additional funding using high fidelity wireframes to create sales/promotional slide decks
- Designed and delivered 100+ wireframes for complex cross-platform projects annually
- Managed design specifications for 4 major projects simultaneously.

Content Designer

Marsh & McLennan (iNGAGED)

- Spearheaded the content design strategy for a portfolio of 30 client apps, adhering to over 10 distinctive branding guides.
- Collaborated with stakeholders to produce mobile-first designs, in-app branded images and microcopy
- Structured and implemented content design strategy that increased user interaction from 20% to 90% in two months
- Improved user experience by initiating build of client facing content library, redesign of user guides and instructional videos
- Leveraged data and insights from prior projects to ideate, define design goals, and inform development
- Served as UX writer on a cross-functional team dedicated to the redesign of company website

Visual Designer

Croissant

01/2022 - 01/2023 Remote

- Generated interest in potential partnerships by creating high-fidelity mockups for sales decks on the Croissant platform.
- Designed branded print and digital deliverables for over 100 potential clients while ensuring consistency across diverse merchant branding guidelines
- Collaborated with the lead designer and product team to create mock-ups showcasing how client products would integrate with the platform, leading to a 20% increase in movement to the next phase after the initial sales call.
- Wrote clear, concise UX copy for info modals and communication pieces, ensuring users could easily navigate and understand platform features.
- Proactively took on design tasks, freeing up the lead designer to focus on high-impact strategic projects, resulting in a 20% increase in overall design output.
- Contributed to the company's early growth by designing assets that supported client onboarding and brand positioning during its initial launch phase.

SUMMARY

UX/UI designer dedicated to creative solutions and data driven design

KEY ACHIEVEMENTS

Boosted App Engagement

Led app redesign that increased downloads by 70% in two months through strategic design and user engagement improvements.

Acquired Funding

Gained additional stakeholder funding and 6 month time extension with high-fidelity wireframes

Streamlined Design Process

Enhanced design consistency by 40% after creating a comprehensive design system and guidelines

Improved User Insights

Conducted over 20 user interviews end to end in three months to drive design of critical product feature

SKILLS

Design

UI component library, Design system creation, Strategy and vision presentations, User flows, Wireframes and mockups with Figma and Illustrator, Typography, Prototypes, Style Guides

Research

Task analysis and user personas, A+B testing, card sorting, user interviews, surveys, journey mapping, focus groups, prototype testing

Collaboration

Facilitate design workshops, Partner with development to implement design system, Flexible, Communicative, Active listener

TOOLS

Figma, Adobe XD, Photoshop, Illustrator

Asana, Azure, Jira

Agile