EMY MOYERS

Product Design | User Experience | User Interface

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SUMMARY

Designer focused on creative solutions and data-driven design, specializing in using qualitative research to inform decisions and improve usability.

EXPERIENCE

Product Designer (UX/UI)

Marsh & McLennan (iNGAGED)

📅 2020 - Present   📍 Remote

- Imagine features and design interfaces for a web-first HR/Benefits based application
- Partnered with development to eliminate inefficiencies and improve consistency by leading the build of a design system, creating a UI Kit and using design tokens to found an SCSS library
- Align with business goals by collaborating with product owners and developers to write and refine over 15 product design specs
- Secured additional funding via high fidelity wireframes to create sales/promotional slide decks
- Designed and delivered 100+ wireframes for complex cross-platform projects annually
- Managed testing and audits of product features to ensure functionality, quality, and alignment with user needs and business objectives

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

Visual Designer

Croissant

📅 01/2022 - 01/2023   📍 Remote

- Collaborated with the lead designer and product team to create mock-ups showcasing product integration, leading to a 20% increase in movement to the next phase after the initial sales call.
- Proactively took on design tasks, conducting competitor analysis and market research, 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 creating assets that supported client onboarding and brand positioning during its initial launch phase.

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

Planned and 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

UX 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