

# Maney Orm

## SENIOR PRODUCT DESIGNER

I am a senior designer passionate about user-driven digital experiences backed by real data. With collaboration and continual iteration, I believe we can make people's lives better through accessible design.

## WORK EXPERIENCE

### Fanatics Betting & Gaming, Inc.

Senior Product Designer

*February 2023 - Present*

### Dow Jones, The Wall Street Journal

Senior Experience Designer

*August 2022- February 2023*

- Led the design of The Wall Street Journal's (WSJ) Audio Center, creating a hub for all audio content which 2/3 of WSJ's customers use as a main source of media
- Led the redesign of WSJ's Cross Brand Standard Article Template, with the standard article being the primary entry point into to WSH's digital experience for 4 out of 5 users
- Designed a visual concept for WSJ Wine, a new hub for content exclusively for WSJ's wine drinkers/ connoisseurs
- Collaborated with Dow Jones's product and consumer experience team to enhance and create one cohesive experience across WSJ, Marketwatch, and Barron's digital landscape

### Penn Interactive, Barstool Sportsbook

Senior UI/UX Designer, Mid Level UI/UX Designer

*February 2021-August 2022*

- Led the redesign of Barstool Sportsbook's registration which successfully dropped registration failure by 68%
- Led the design of Barstool Sportsbook's Notifications Center experience, providing the business with a tool to universally communicate with users about system malfunctions, important updates, and user actions that needed to be completed for regulatory state requirements
- Led the redesign of Penn-Interactive's employee website, driving more qualified candidates to the roles within the company, with the goal of highlighting Penn as a leader in gambling technology
- Worked cross-functionally with users, user research, PMs, developers, designers, and marketing in order to achieve the goals of the user and business.

### Anthropologie

Junior UI Designer

*May 2019-February 2021*

- Worked collaboratively with designers and stakeholders within URBN's brand family: Anthropologie, Free People, and Urban Outfitters, to create one omni-channel digital experience across all 3 brands

## ACHIEVEMENTS

- 2022 1st Place Hackathon Winner, Penn Interactive
- 2021 1st Place Hackathon Winner, Penn Interactive
- 2018 1st Place Hackathon Winner, Zappos.com



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## EDUCATION

### Western Washington University

College of Fine and Performing Arts

BA in Graphic Design, Minor in User Experience Design

*September 2016 - December 2018*

## SKILLS

A/B Testing

Agile Software Development

Design Thinking

HTML / CSS

Information Architecture

Interaction Design

Prototyping

Responsive Web Design

User Interface Design

User Research

User Testing

## TOOLS

Adobe Creative Suite

Figma

Axure RP

Sketch

InVision

JIRA / Confluence

Contentful

Zeplin

Tableau