

# Emma Sadler

## Product Designer

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## Experience

### Senior Product Designer | Lunchbox.io

09/2021-11/2022, remote New York, NY

- Worked through **2 acquisitions**, spearheading the uniting of design and systems. **1 rebranding** process and produced from the **ground up a design system** for better cross-collaboration. Therefore aiding in better turnaround times for product releases.
- Retain current clients while innovating for the future and new clients.
- Advocate and design with interactions in mind.
- Mentor and facilitate growth for junior designers.
- **Helped build new and iterate on older products** ranging from **native to web** with end-to-end ownership from user testing, secondary research, and UI design.

### Product Designer | TESTD

01/2021 - 09/2021, remote

- Built out TESTD's **component library for multiple devices and platforms**. Built out a design system for better and more efficient workflows for the product team.
- Aided in partnerships with companies grossing a **15% increase in revenue**.
- Helped build new features and improve the user experience from end to end **collaborating with cross-functional partners**.
- Continuous discussions with the CEO and head of product to define business metrics for the immediate and long-term goals of the product.

### UI Designer | MiJem

04/2021 -07/2021, contract

- Worked with stakeholders to build **wireframes to hi-fidelity and prototypes** for a revamp of the **native IOS**. Redesigned the web application and email marketing to bring cohesion to the new experience and brand.
- Helped the company secure **2 million in investments by analyzing and interpreting research** results to design an easier and more intuitive experience for users.

## Other Experience

### Manager | Union Square Hospitality Group

09/2019 -04/2020, New York, NY

- Managing and leadership of a **team of 10-40** employees **across 4 units** using effective communication. Demonstrate enthusiasm and empathy by ensuring exceptional customer experiences.

### Graphic Designer | STARR Restaurants

07/2018 - 09/2019, New York, NY

- **Creative and visual design for digital and printed materials** for numerous restaurants in NY, DC, and FL. Coordination of 15 restaurants daily.
- Collaborate and articulate with a remote team and the creative director on visual menu design plus updating the website backend with **HTML5 and CSS** in WordPress.

### Product Designer | Emma's Designs

09/2016 -01/2020, Freelance

- Worked with clients to build out user-first web interfaces and sites. Using Wix, WordPress, and Webflow.

## About Emma

With my previous managerial background, I developed a strong sense of empathy, problem-solving, and attention to detail.

I am looking for opportunities to foster my collaboration and self-starter attitude. Using my curiosity, empathy, and communication skills to help produce high-quality results to impact user and business needs.

Looking to continue to grow my leadership skills and holistic approach to product building and design.

## Education

Product Management | BrainStation | Diploma 2023

User Experience Design | BrainStation | Diploma 2020

Graphic Design | Fashion Institute of Technology 2011