

# Emma Vidmar

SENIOR PRODUCT DESIGNER

Product designer with a passion for holistic thinking and creating scalable systems. Fueled by curiosity and enthusiastic about detecting relevant patterns of interrelation to find human-centric solutions to problems. Driven by a fervent belief in the power of cross-functional, collaborative product building to creating meaningful user experiences.

## Experience

### QUALTRICS

**Senior UX Designer** 11.2021 - present

Design lead responsible for the vision and delivery of a next-gen core platform across the Qualtrics ecosystem that included navigation, interaction model and product architecture. Managed the platform ux work stream which included leadership of a small team.

- \* Led cross-organizational effort to develop navigation frameworks to empower users with a sense of place and familiarity while accomplishing their tasks within the product architecture.
- \* Developed extensible framework and navigation system for launch of apps tailored to customers' job-to-be-done. New framework included admin systems, pattern library, and flexible interaction model
- \* Drove partnerships with cross-functional teams to promote adoption of new frameworks across the Qualtrics apps. Including Manager Assist (EX), and Dashboard Viewer (CX)
- \* Developed trusted relationships with engineering and product stakeholders to deliver high-quality, design-led, accessible and inclusive experiences
- \* Responsible for driving interaction design POV for AI features and defining a framework for categorizing AI outputs, resulting in a unified system of artifacts and guidance. Enabling more efficient product building and prioritizing user trust in delivering high-value experiences.

### QUALTRICS

**UX Designer II** 04.2019 - 11.2021

Lead designer on Collect platform, responsible for Qualtrics data collection experiences and re-design of the Survey Builder

- \* Developed the design vision for survey building products, including foundational research for logic framework
- \* Delivered a phased, multi-quarter release of the next-gen Survey Builder to improve time to value for first time users, resulting in highest CSAT score (4.1) of any Qualtrics product.
- \* Pioneered accessible design delivery for complex product, resulting in the first Qualtrics product to be VPAT-certified WCAG 2.0 AA compliant

### QUALTRICS

**UX Designer I** 11.2018 - 04.2019

- \* Redesigned the Create experience to optimize discoverability of Qualtrics product offering
- \* Designed and delivered specs for the onboarding flow of Qualtrics Surveys— a land and expand effort to help free users to find value quickly with personalized offerings
- \* Frequently delivered robust prototypes for C-Level presentations and annual X4 keynotes

## Contact

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509.863.6373

## Education

**BFA Graphic Design** 2010 - 2015

Brigham Young University

## Skills

- \* System and architecture design thinking
- \* Inclusive design advocate
- \* Robust accessibility specs delivery
- \* Building and cultivating cross-functional team culture
- \* Concept testing and UX research planning
- \* Detailed-oriented spec deliveries
- \* Prototyping
- \* Figma nerd
- \* Picks up acronyms quickly

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## Experience (continued)

### QUALTRICS

**Graphic Designer** 09.2016 – 11.2018

Delivered graphic design, art direction, environmental graphics, and brand strategy initiatives for Qualtrics marketing materials. Spearheaded design efforts for the Qualtrics.com website, serving as the primary web designer.

- \* Functioned as a liaison between brand & product leads to ensure a cohesive visual experience across all touch points of our brand
- \* Contributed to the XM IA Northstar sprint which established the XM vision

### NUMBER 04

**Graphic Designer** 04.2016 – 08.2016

Ideated and executed branding and marketing initiatives for clients, including packaging, web design, apparel, social media, and identity projects. I also took ownership of several on-site photo shoots, resulting in high-quality visual content that accurately reflected the clients' brands.

### MARTHA STEWART LIVING OMNIMEDIA

**Junior Art Director** 09.2015 – 4.2016

Executed graphic design, styling, and art direction for Martha Stewart merchandise in various retailers including Petsmart, Macy's, Home Depot, Staples, and Michaels Crafts. Delivered branding and packaging designs for Martha Stewart Pets collaboration with Petsmart, maintaining brand consistency.

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