Senior UX Product Designer

Emily Johnson

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📍 San Francisco, CA

Professional summary

Senior UX Product Designer with a strong background in human-centered design and digital experiences. Over 11 years of experience in e-commerce, consumer apps, and fintech. Passionate about solving complex design challenges and advocating for users.

Links

🌐 Portfolio: emilyjohnson.design

Experience

Senior UX Designer

2020 - Now

LumaPay / San Francisco, CA

- Lead the end-to-end design of a mobile payment app, increasing customer retention by 35% through enhanced onboarding and streamlined transaction flows.
- Conduct extensive usability studies and A/B testing, leading to checkout flow optimizations that improved completion rates by 25%.
- Partner with engineers to develop a scalable, component-based design system, reducing design inconsistencies and accelerating product development cycles.

UX Designer

2017 - 2020

Everlane / San Francisco, CA

- Led the redesign of product pages and checkout experiences, resulting in a 20% increase in conversion rates and higher average order values.
- Developed and executed A/B testing strategies, refining UI elements, messaging, and checkout flows to optimize engagement and reduce cart abandonment.
- Created a responsive design framework that ensured a seamless shopping experience across devices, leading to a 30% improvement in mobile shopping satisfaction.

Product Designer

2014 - 2017

BlueSky Travel / Seattle, WA

- Designed intuitive booking flows that reduced user drop-off by 18% and increased completed reservations, enhancing overall user experience.
- Partnered with developers to refine microinteractions and animations, creating a more engaging and polished interface for customers.
- Conducted extensive user research with frequent travelers and business users, identifying pain points and refining the information architecture for easier navigation.

Education

Publications

- "Designing for Trust in Digital Payments" – UX Collective (2023)
- "The Role of Microinteractions in E-Commerce UX" – Smashing Magazine (2022)
- Speaker at UX San Francisco Meetup: "A/B Testing Strategies for Optimized User Journeys" (2021)

Skills

User Research & Testing	◆ ◆ ◆ ◆ ◆
Interaction Design	◆ ◆ ◆ ◆ ◆
Mobile & Web UX	◆ ◆ ◆ ◆ ◆
Design Systems	◆ ◆ ◆ ◆ ◆
Figma, Sketch, InVision	◆ ◆ ◆ ◆ ◆
A/B Testing & Data-Driven Design	◆ ◆ ◆ ◆ ◆

Languages

- ◆ English (Fluent)
- ◆ Spanish (Intermediate)
- ◆ French (Basic)