Emily Novak

Senior Mobile UX Designer

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New York, NY

Highly skilled Senior Mobile UX Designer with 11+ years of experience delivering user-centered designs for high-traffic apps. Specialized in improving user retention and conversion rates through intuitive interfaces. Key contributor to top-performing apps at Spotify and Duolingo.

Experience

2018 - Now

Senior Mobile UX Designer

Spotify / New York, NY

- Redesign the onboarding experience, increasing new-user retention by 35% and reducing first-use drop-off rates by 20%.
- Develop mobile-first features like personalized playlists, boosting daily active user metrics by 25%.
- Conduct usability testing and implemented improvements, reducing time-to-completion for key tasks by 40%.
- Partner with developers to ensure seamless implementation of UI/UX designs across iOS and Android platforms.

2014 - 2018

UX Designer

Duolingo / Pittsburgh, PA

- Revamped the in-app store interface, increasing microtransaction revenue by 25%.
- Conducted A/B testing for navigation redesigns, improving task completion rates by 40%.
- Designed gamification elements to enhance learning engagement, boosting user retention by 18%.
- Collaborated with product managers and engineers to refine app features based on user feedback and analytics.

Publications

- Guest speaker on *Mobile UX Trends for 2024* at Interaction Design Association (IxDA) NYC Chapter.
- "Designing for Retention: Lessons from High-Traffic Mobile Apps" – *UX Collective* (2023)

Education

Bachelor of Arts in Interaction Design

University of California, Los Angeles (UCLA)

Graduated: May 2013

Awards:

- Dean's Award for Innovation in Mobile Design (2012)
- Adobe Design Achievement Semifinalist (2011)

Skills

Mobile UX design principles ●●●●●

A/B testing and analytics ●●●●○

Tools: Sketch, Figma, Adobe XD ●●●●●

iOS and Android guidelines ●●●●●