

Emily Davis

Product Designer

CONTACT

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United States, New York, NY

EDUCATION

2013 - 2017

Bachelor of Fine Arts in Graphic Design

Parsons School of Design, United States

Apple Certified User Experience Design Professional

Apple Developer Program, Certification Date: March 2021

UX Design Certification

Google UX Design Certificate-
, Certification Date: September 2020

LINKS

Portfolio: www.emilydavisdesign.com

LinkedIn: [/in/emilydavis](#)

PROFESSIONAL SUMMARY

Creative and detail-oriented Product Designer with over 6 years of experience crafting innovative user experiences for iOS, macOS, and web applications. Skilled in UI/UX design, prototyping, user research, and cross-functional collaboration. Passionate about designing intuitive, user-centric interfaces that align with Apple's ecosystem, aiming to improve usability and satisfaction.

EXPERIENCE

Product Designer 2019 - Now

Apple Inc., United States, Cupertino, CA

- Lead the design of new features and user interfaces for iOS and macOS applications.
- Conduct comprehensive user research and usability testing.
- Collaborate with cross-functional teams to ensure design feasibility, quality, and alignment with business goals.
- Create high-fidelity wireframes, interactive prototypes, and UI components using tools like Sketch, Figma, and Adobe XD.
- Spearhead the redesign of key features that resulted in a 25% increase in user engagement.

UI/UX Designer 2017 - 2019

Design Innovations, United States, New York, NY

- Designed mobile and web interfaces for consumer-facing products, focusing on optimizing user journeys, engagement, and retention.
- Developed interactive prototypes and wireframes to validate design concepts, increasing clarity and minimizing development time.
- Worked closely with marketing teams to ensure visual consistency with brand guidelines across digital platforms.
- Delivered final assets, design specifications, and implementation guidance to development teams.

★ SKILLS

Sketch, Figma, Adobe XD, InVision, and Zeplin	★★★★★
Wireframing, interactive prototypes, high-fidelity mockups	★★★★★
User, personas, journey mapping, A/B testing	★★★★★
Design thinking and iterative processes	★★★★★
Cross-functional teamwork	★★★★★
HTML, CSS, and JavaScript	★★★★★