

Emily Adams

Design System & Figma Expert

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Summary

I am a Product Design professional with extensive experience solving complex design challenges and creating thoughtful, user-centered solutions. A deep thinker by nature, I believe in fully understanding the problem before developing the best possible solutions. With a focus on designing from first principles, I aim to craft intuitive experiences that meet both user needs and business goals.

As a technology enthusiast, I enjoy exploring bleeding-edge innovations and integrating them into practical, forward-thinking designs. A strong advocate for user empathy, I ensure that my work prioritizes clarity, accessibility, and impact. Holding multiple design patents, I have a proven track record of delivering solutions that combine creativity with strategic vision.

Skills

- Design Systems
- Figma Expert
- Prototyping
- High Fidelity Mockups
- UI, UX & Visual Design
- Brand Identity
- New Product Rollouts
- Information Architecture
- B2C, B2B & SaaS
- E-Commerce
- Social Media
- Fintech
- Streaming
- Gaming
- VR, AR, Mobile & Web

Experience

Studylog

Head of Design
January 2022– Present

- Re-designed SaaS products for preclinical trial research.
- Led design process, key technical decisions, and creative vision.
- Re-envisioned software design and information architecture to improve workflow.
- Identified design challenges and created effective solutions.
- Refreshed existing brand identity to reflect the new product direction and vision.
- Developed design systems and best practices for Desktop, Web, and Electron apps.
- Fostered a collaborative team environment and resolved conflicts.
- Led brainstorming sessions for product enhancements and features.

Wave

Lead Designer of VR Experience

May 2022-05 – November 2022

- Designed VR and mobile experience for live virtual music concert.
- Create and maintain design systems to ensure consistency.
- Designed app architecture and end-to-end user experience for VR and mobile devices.
- Collaborated with team members to ensure the best experience.

Gap

Lead Designer

July 2020 – December 2021

- Designed and launched integrated loyalty program, self-checkout app clip, Android app, in-store self-checkout kiosk and Store of the Future.
- Developed design systems and best practices across all brands.
- Led brainstorming sessions for product enhancements and features.

Wells Fargo

Lead Designer of Innovation

March 2017 – April 2019

- Launched Greenhouse, expanding financial access to the gig and under-banked users.
- Designs conversational AI chat bot to enhance information access.
- Developed design systems and best practices for mobile apps.
- Led internal meetings with team members and stakeholders to enhance the product and features.
- Managed designs teams, maintaining a collaborative team environment.

Globant

Lead Designer

March 2017 – December 2021

- Designed B2B & B2C products (responsive web & mobile native) using Figma, Sketch, InVision, & Adobe XD.
- Improved products to drive revenue and growth for companies like Southwest Airlines, Rockwell, Crystal Cruise, and many more.
- Enhanced user experiences through data-driven analysis.
- Designed app architecture and end-to-end user experience.
- Developed design systems, prototypes and best practices

- Managed design teams, maintaining a collaborative team environment.
- Led brainstorming sessions for product enhancements and features.

Long Game

Head of Design

July 2016 – February 2017

- Launched gamified savings mobile app, serving the gig and under-banked users.
- Increased retention and individual savings balance through data-driven design.
- Improved gamification mechanism to prevent fraud and increase individual's personal savings.
- Designed app architecture and end-to-end user experience.
- Collaborated with teams to establish product enhancements and features.
- Applied emerging UX trends and re-envisioned software design to improve workflow.
- Created over 40 unique game mechanics utilizing a random result outcome.

StreamNation

Lead Designer

November 2014 – March 2016

- Re-envisioned software design and information architecture to improve workflow.
- Improved usability and retention through data-driven design.
- Boosted media discovery and accessibility.
- Developed design systems and best practices creating a unified design across multiple devices including TV, web, desktop, mobile and tablet.
- Refreshed existing brand identity to reflect the new product direction and vision.

IMVU

Lead Designer

November 2012 – August 2014

- Improving retention and usability by testing new features for online and offline social engagement, in-app purchases, discoverability, navigation, onboarding, and more.
- Directly contributed to the increase of the company's revenue.
- Develop innovative products to attract new audiences using existing assets.

Education

Bachelor of Arts: 3D Art & Animation

The School of Visual Arts, New York, NY