Emma Lightfoot
PRODUCT DESIGNER

✉ lightfoot.emma8@gmail.com
in https://www.linkedin.com/in/emma-lightfoot-42108b168/

EXPERIENCE

Product Designer | InMoment
Dec 2019 - Present

- Member of the product design team — led user research and design iteration for two SaaS applications and one native mobile application.

- Owned the end-to-end design process for the Data Exploration and Case Management applications, from conducting in-depth user research to crafting wireframes and developing high-fidelity prototypes. Implemented user feedback loops to iterate designs for optimal usability.

- Adapted multiple products to enhance mobile experience. Conducted thorough usability testing to identify and address mobile-specific challenges, ensuring a seamless user experience across platforms.

- Developed a standardized template for synthesizing user insights, enabling other designers to streamline their research processes.

- Contributed to the recruitment and mentorship of intern designers, fostering a collaborative and innovative team culture.

- Collaborated closely with cross-functional teams, including developers and product managers, to align design initiatives with overall business goals. Participated in regular design reviews, ensuring a cohesive and user-centric product experience.

Communications Intern | InMoment
Aug 2018 - Dec 2019

- Owned global social media efforts — tripled engagement rate and more than doubled follower growth rate on LinkedIN y/y.

- Designed various images for social media, internal communications, and external communications.

- Played a major role in the company's internal communication.

AWARDS

20 in their 20s | Winner
Utah Business 2022

SKILLS

A dedicated and adaptable team player, I quickly immerse myself in projects, learning rapidly and proactively contributing to team success. With strong communication skills, I foster efficient collaboration, valuing diverse perspectives and maintaining clear dialogue. Guided by an empathetic design approach, I strive to create user-centric experiences, consistently incorporating feedback throughout the design process. This collaborative mindset, coupled with a passion for user-centered design, ensures the delivery of impactful and resonant solutions.

TOOLS

- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Sketch
- Abstract
- Full Story
- Jira

EDUCATION

UVU | BS Interaction and Design
Graduated 2021