

Emma Lightfoot

PRODUCT DESIGNER

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EXPERIENCE

● Product Designer | Gabb

May 2024 - Present

- Led the redesign of an iOS and Android app used by parents to manage and track children's safe tech devices, conducting a comprehensive audit and overhauling the information architecture to improve usability, scalability, and overall user experience.
- Optimized the design-to-development process, ensuring a consistent user experience across platforms (iOS and Android) and reducing tech debt through streamlined workflows and clear communication.
- Owned and managed the Mixpanel project, providing valuable insights into user behavior to inform product decisions and continuously optimize the user experience.

● Product Designer | InMoment

Dec 2019 - May 2024

- Member of the product design team — led user research and design iteration for two CX 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.
- 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.

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

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Mixpanel
- Full Story
- Jira

EDUCATION

UVU | BS Interaction and Design

Graduated 2021