

Senior Product Designer Durham, NC

Emily de la Mettrie

Experience

Silvur • Senior Product Designer contract, June '24—December '24

- Partnered with product teams to deliver high-impact retirement features like LP redesign, RMD calculator, and personalized homepage.
- Enhanced team workflows by optimizing Figma files for better collaboration and usability.
- Improved design-product-engineering feedback loops, ensuring regular design input and alignment.
- Advocated for user-centric designs to support users at every stage of their retirement journey.

Lightci Consulting • Senior Product Designer contract, Oct '23—Jan '24

- Led MVP design for an AI-powered EdTech app for a private school district.
- Built a reusable design system to accelerate development across future features.
- Balanced client needs with user-focused designs, delivering high-quality, consistent experiences.

Mission Lane • Senior Product Designer Apr '21—Sept '23

- Launched a credit line tracker that reduced delinquencies by 30% during high-interest periods.
- Created a 0-to-1 Settlements platform, improving customer self-service and reducing agent servicing time.
- Optimized pre-qualification flows through A/B testing and redesign, increasing conversions by 10%.
- Prioritized user needs while balancing compliance and risk factors in all design processes.

The Carpentries • Product Designer 2021

- Created a globally-used lesson template that boosted course efficiency and engagement.
- Led design from research to prototyping, establishing a cohesive system for accessible coding and data science education.

Action Design Network • Product Designer 2021

- Developed a fresh brand identity and responsive web presence for ADN, a nonprofit focused on behavioral design.
- Led user interviews, testing, client presentations, and prototyping, building a cohesive design system to enhance user experience.

Contact

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Education

EFAP Paris

Masters (M2), Marketing and Communication

The George Washington University

BA in English Literature, French Minor

Tools

Figma, Adobe Suite, Miro, Asana, Fullstory, Hotjar, Framr, Google Suite, Zoom, UserTesting, Confluence

Skills

Stakeholder Management, Interaction Design, User Research, User Testing, Prototyping, Systems Thinking, High Fidelity Design, User Flows, Design Systems, Product Strategy

Languages

Fluent in French and English. I speak French at home!

Certificates

Flatiron School

UX/UI Immersive

Sep 2020

Deque University

Accessibility Certificate

2020

Experience, cont'd

Trumpet Advertising • Creative Project Manager/Producer '18—'19

- Led client relationships for six accounts with varied business goals, collaborating closely with creative teams to deliver effective, multi-channel campaigns.
- Managed end-to-end creative projects, including video, radio, OOH, and print, ensuring consistency and timely execution.

Fifty Two 45 • Talent/Project Manager '17—'18

- Spearheaded marketing and sales initiatives, collaborating on design for marketing materials to effectively promote talent and agency services.
- Oversaw onboarding and bookings, establishing smooth workflows and streamlined processes for new talent integration.

King & Spalding • Marketing/Int'l Arbitration Assistant '13—'16

- Served as Marketing Liaison, editing and organizing marketing content for an international client base in both English and French.
- Managed events to support new business development, honing strong organizational skills in a bilingual, corporate setting.

Reflex • Senior Project/Client Manager '12-'13

- Led the Save Love Give campaign for Validas, achieving 400 million impressions, 500,000 visitors, and 90,000 new customers within 45 days.
- Managed high-stakes projects for luxury and beauty clients, driving impactful campaigns and strengthening client relationships through clear, consistent communication.