

Vanessa Ford

Product Designer

@johndoe@gmail.com • New York, NY

SUMMARY

A multi-talented product designer with experience in UX design, wireframing, prototyping and execution. Demonstrated ability to use empathy and science to back up product design decisions resulting in intuitive and simple digital experiences.

EXPERIENCE

Senior Product Designer 2019 - 2022
ABC Company San Francisco, CA

Collaborated with cross-functional teams to design intuitive and visually appealing web and mobile applications. Conducted user research and created wireframes and prototypes resulting in a 30% increase in user engagement.

- Conducted user research to understand user needs and goals
- Created wireframes and prototypes to test design hypotheses
- Designed intuitive and visually appealing web and mobile applications resulting in a 30% increase in user engagement

Product Designer 2017 - 2019
XYZ Inc. Seattle, WA

Led the design of a new mobile application from ideation to launch, resulting in a 25% increase in user retention rate. Collaborated with developers to ensure design specifications were met.

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- Collaborated with developers to ensure design specifications were met
- Resulted in a 25% increase in user retention rate

UX Designer 2015 - 2017
123 Corp New York, NY

Conducted user research to understand user needs and created wireframes and prototypes to test design hypotheses. Collaborated with developers to ensure design specifications were met resulting in a 20% increase in user engagement.

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EDUCATION

Bachelor of Science in Industrial Design 2011 - 2015
Parsons School of Design New York, NY

STRENGTHS

 **Data-Driven Design**
Utilized user data to increase conversion rates by 25% on a recent project.

 **Collaboration**
Worked closely with cross-functional teams to ensure design solutions aligned with business goals.

 **Problem-Solving**
Successfully tackled complex design challenges to deliver innovative and user-friendly products.

SKILLS

Wireframing · Prototyping ·
User Research · Interaction Design ·
Visual Design ·
Information Architecture

ACHIEVEMENTS

 **Redesigned E-commerce Platform**
Led a team to redesign an e-commerce platform resulting in a 40% increase in sales.

 **Improved User Retention**
Developed a feature that increased user retention by 30% for a social media app.

AWARDS

 **Best Mobile App Design**
Awarded for innovative and user-friendly mobile app design at 2021 UX Design Awards.