

Angela Potter Senior Product Designer

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EXPERIENCE

Senior Product Designer, DoubleDutch Feb 2017–present, San Francisco

- Oversee end-to-end design for all products
- Work with product managers to define product specs and scope
- Maintain and enforce style guides across web and mobile

Product Designer, DoubleDutch May 2016–Feb 2017, San Francisco

- Designed all CMS and reporting products
- Enabled self-service for 50% of customers with a step-by-step CMS onboarding experience
- Created the company's first web styleguide

UI/UX Designer, Goldbely June 2015–April 2016, San Francisco

- Worked with the Creative Director on the full product design lifecycle
- Reduced support tickets by improving the order scheduling and tracking experience
- Established accurate conversion tracking, and ran user testing to understand funnel dropoff points
- Implemented designs in HAML/SASS and CoffeeScript

UX Designer/Developer, OLSET July 2013–June 2014, San Francisco

- Sole designer and front-end developer

EDUCATION

Northwestern University June 2012, Evanston, IL

Bachelor of Music in Music Cognition & Flute Performance

SKILLS

Design

Product design, task flows, user testing, user interviews, information architecture, visual design

Tools

Sketch, Balsamiq, Adobe Photoshop, Google Analytics, HTML/CSS, Javascript, Git