

Emily Porat
Senior Product Designer

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EXPERIENCE

Customer Data Platform / B2B SaaS

Hightouch · NYC

Senior Product Designer Jan '24 - Present

- Designed products for data engineers and marketers to seamlessly collect, transform, and sync data to downstream tools.
- Designed net-new monitoring & alerting features; enabled users to set custom alert triggers tailored to their sync volume.
- Overhauled our core "Sync detail" pages to provide better observability into sync duration, phases, health, and error messages to improve the customer debugging experience and reduce support tickets related to sync progress.
- Introduced "Audience templates" feature, enabling users to build reusable templates to expedite audience segmentation.

Real Estate / Internal tool

Orchard · NYC

Senior Product Designer Aug '22 - Nov '23

Product Designer Sep '21 - Aug '22

- Owned product design from conception to implementation on 0-1 and redesign projects for internal real estate tools used by mortgage, title, brokerage, sales, pricing, and field teams.
- Sped up the customer booking contract generation workflow 10x for sales teams by simplifying data requirements, automating key steps, and removing dependencies from other teams.
- Built a net-new home shopping dashboard and activity feed that improved agent insight into customer behavior, increased user satisfaction 26%, and saved \$1000s in Salesforce licensing costs.
- Improved configuration tools that system admins used to create deal templates: automated template re-application and added new filters, which saved users 5+ hours per week.
- Defined and socialized a UX vision and 2023 roadmap to integrate Orchard's 3 platform tools into one unified product experience.
- Led the platform design system 2.0 redesign and rollout and created the Figma component library for a new tool from scratch.

Gov / Consulting

Deloitte Digital · Washington DC

UX Designer May '21 - Aug '21

Junior UX Designer July '19 - May '21

UX Design Intern Summer 2018

- Redesigned the legacy point of sale and inventory management system (desktop web and net-new mobile app) used by the USDA's Food Distribution Program on Indian Reservations, supporting affordable food access for 100,000+ low-income individuals.
- Evaluated the overarching user experience of the Epilepsy Foundation's website and provided strategic UX recommendations that fed into a product roadmap and vision.
- Co-led the redesign of the Federal Housing Administration's consumer website, including a brand refresh, design system revamp, and information architecture overhaul.

EDUCATION

Carnegie Mellon University · Pittsburgh, PA

Bachelor of Science 2015 - 2019

Major: Information Systems, University Honors

Minor: Human-Computer Interaction

SKILLS

Figma	User Research	Journey Mapping
Wireframing	Usability Testing	Personas
Prototyping	Affinity Mapping	Design Systems
Information Architecture	Design Strategy	