Iesha Topaz

ietopaz.github.io/portfolio

404.348.6704

Strategic designer, driven by a love of research, seeking a new opportunity to make an impact.

UX Skills

Information Architecture

Interface Design

Research

Strategy

Design Systems

Prototyping

Inclusive Design

Design Ops

Other Skills

HTML

CSS

Javascript

QA

Tools

Figma

Sketch

Rive

Creative Cloud Suite

Zeplin

Jira

Confluence

Affinity Designer

Education

Southern Poytechnic University
BA New Media Arts
Class of 2014

Experience

Senior Product Designer

Healthie Dec 2022 - Jul 2024

- Conducted strategic research and facilitated cross-functional alignment sessions, shaping the product vision and roadmap.
- Reduced provider time spent on charting and administrative tasks by 30%, improving overall provider experience.
- Led efforts to establish high-quality design and accessibility standards.

Senior Product Designer, Growth

Teladoc Health Oct 2021 - Nov 2022

- Owned the entire design process for enhancements and new features across all service lines within the visit funnel, contributing to a 10% increase in conversion rate.
- Collaborated with the data science team to gather and analyze qualitative data, leveraging insights to inform decisions.
- Implemented accessibility principles to ensure compliance with AA+ WCAG standards.
- Mentored junior designers to support their professional growth.

Product Designer

Superformula Apr 2019 - Sep 2021

- Owned design solutions from initial problem definition to ongoing support for globally recognized clients.
- Created design systems for web and mobile, improving consistency and productivity.
- Conducted QA in test environments to ensure high quality UI, resulting in a 25% reduction in reported bugs.

Product Designer

Diasyst Jan 2016 - Sep 2018

- Partnered with the VP of Design to conceptualize, design, and launch a revolutionary diabetes management platform from the ground up.
- Designed UI and workflows to illustrate clinician and patient experiences on both web and mobile platforms.
- Developed and maintained comprehensive product documentation as the single source of truth for all teams.