

# Lindsey Maratta

## RELEVANT EXPERIENCE

### BuzzFeed | New York, NY

#### Senior Product Designer July 2018 – Present

- Leading product design and strategy for BuzzFeed's consumer products across web, iOS, Android, and relevant internal creation tools.
- Manage one designer and mentor the design team in product thinking, data inquiry, prototyping, and career development. Recruit and interview design candidates.
- Set product group strategy and processes.

#### Product Designer January 2017 – July 2018

- Design A/B tests and analyze results to inform product strategy for consumer products.
- Curate, organize, and cohost biweekly "Design Club" external speaker series.
- Contribute to and train engineers and designers on Solid, BuzzFeed's CSS styleguide.
- Prepare and present public talks within the greater design community.

#### Associate Product Designer October 2015 – January 2017

- Prototype UX flows for proprietary CMS using appropriate tools, from paper to code.
- Plan, recruit, moderate, analyze, and socialize results of user interviews and usability studies, coach others in conducting user research.
- Give and solicit feedback from design, product, engineering, and users throughout the product lifecycle.

### Spartle | Brisbane, Australia (Remote)

#### Design Lead February 2015 – July 2016

- Led UX and visual design for fitness startup. Defined strategy and roadmap.
- Coached cofounders in user research and applied findings to future release cycles.
- Translated business requirements into prototypes.
- Developed hybrid Cordova mobile app using HTML, CSS, and AngularJS.

## TOOLS + TECHNOLOGY

#### Design Development Data

Sketch, Figma, Principle, Marvel, Framer, Adobe Suite  
HTML, CSS, SCSS, jQuery, Git  
Looker, Google Analytics, Mode, User Research

## EDUCATION

#### Bloc.io May 2015

Certificate in UX/UI Design  
Participated in a mentor-led bootcamp focused on visual design, UX, and front-end development while employed full-time as cabin crew for Dubai-based Emirates Airline.

#### Northeastern University December 2011

Bachelor of Arts Degree in Communication Studies, Summa Cum Laude  
Concentration: Media Studies, Minors: Spanish, Architectural History

#### New England Institute of Art April 2011

Certificate in Residential Interior Decorating  
Focus on color theory, layout, space planning, client relations, and presentation skills.