SYDNEY ANH MAI

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EXPERIENCE

Kickstarter, Product Designer
March 2020 — Present • Brooklyn, NY

Lead design for Kickstarter's Creator Tools team. Productize high-demand features that enhance creators' workflow and optimize for campaigns' financial success, including Add-ons, Fulfillment Signals, Facebook Pixel Tracking, etc.

Work closely with Insights, Product, and Engineering to continually shape platform functionalities that accommodate user needs, business goals, and technical constraints.

SelfMade, Product Designer
July 2019 — January 2020 • New York, NY

Shipped end-to-end design for SelfMade, an ad-tech solution that streamlines marketing agency operations. Leveraged feedback from user interviews and data from Looker and FullStory to ensure that we solved high-impact problems.

Led design for Collabs by SelfMade, an award-winning R&D product that allows small e-commerce entrepreneurs to collaborate.

Abacus by Emburse, Product Designer
March 2018 — June 2019 • New York, NY

Scoped and designed features for corporate reimbursement software Abacus. Developed core product functionalities including custom exports, expense policy builder, integration with Emburse's corporate travel product, etc., as the sole designer on the team.

Developed several UIs, fixed CSS, and built Abacus's first-ever design system.

Havas, Frontend Developer Freelancer
June — November 2017 • New York, NY

Developed fully responsive websites and prototypes for major clients such as IBM and TD Ameritrade using HTML/Jade, Sass, Javascript/ES6. Partnered with UX to design and prototype interactive web experiences.

EDUCATION

New York University, B.S.
Media & Communication
Web Development & Applications

SKILLS

End-to-end design
Figma/Sketch/Principle
HTML/CSS/JavaScript
Looker data analysis
User research
Rapid prototyping
JavaScript animations

AWARDS & PUBLICATIONS

Indigo Design Awards 2020
dotComm Awards 2020

TechCrunch
Core77
Design Week UK