

SYDNEY ANH MAI

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EXPERIENCE

Kickstarter, Product Designer

Mar 2020—present • Brooklyn, NY

Lead design for the Creator Tools team. Productize revenue-driving features that allow creators to optimize their campaigns' success, including add-ons, Facebook Pixel tracking, stretch goals, etc.

Work closely with Insights and Engineering to continually shape platform functionalities that address both user needs and technical constraints.

SelfMade, Product Designer

Jul 2019—Jan 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 find and collaborate.

Abacus by Emburse, Product Designer

Mar 2018—Jun 2019 • New York, NY

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

QA'ed features, fixed CSS, and built Abacus's first-ever design system.

Havas, Frontend Developer Freelancer

Jun 2017—Nov 2017 • New York, NY

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

EDUCATION

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

SKILLS

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

AWARDS

Indigo Design Awards 2020
Silver in UX, Interface & Navigation
Silver in Digital Tools and Utilities