

Thara Messeroux

Senior Product Designer

Boston, Massachusetts, United States

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I'm a creative and empathetic Senior Product Designer with **7+ years in Experience Design** and **4+ years in Software Engineering**. My design background sharpens my attention to detail and user-focused thinking, while my software engineering expertise ensures seamless collaboration with developers to create intuitive, functional, and sound designs.

Skills

UX Design: Wireframing, Prototyping, Graphic Design, Visual Design, Responsive Design, Information Architecture, User-Centered Design, Accessibility (a11y), Design Systems, Iconography, Typography, Problem Solving, Design Leadership, Collaborative Design, Task Flows, Color Theory, Visual Hierarchy, Interaction Design Patterns, Layout & Composition

UX Research: User Interviews, Persona Development, User Journey Mapping, Usability Testing, Competitive Analysis, Survey Design, Data Analysis and Synthesis, Heuristic Evaluation, Card Sorting, Affinity Mapping, Empathy Mapping

Design Software: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Premiere, Framer, SketchUp, Revit, AutoCAD, Rhino, 3D Studio Max, Lumion, Enscape, V-Ray, Unreal Engine, Microsoft Office, Google Workspace

3D & AR/VR: 3D Modeling, 2D/3D Design, AR/VR Design, 3D Rendering

Development: HTML, CSS, JavaScript, TypeScript, Swift, SwiftUI, Objective-C, UIKit, Python, Java, GitHub/Git

Languages: English, French, Creoles and pidgins, Spanish

Technical Projects

Southwest Airlines • General Assembly | Lead Product Designer Fellow | Mobile Design Fall 2024

- Conducted **10 user interviews** to uncover pain points, synthesized insights into **personas and problem statements**.
- Designed a **21-screen high-fidelity prototype** with features like empathetic messaging, real-time bag tracking, and live chat support in Figma.
- Validated design through **usability testing with 4 participants**, refining user flow for clarity and efficiency.

Tina's Bridal Creation • General Assembly | Lead UX/UI Designer Fellow | E-commerce website Fall 2024

- Conducted **user research and usability testing** to inform the redesign of information architecture and navigation, improving product discoverability and user trust with visual filters, detailed descriptions, and high-quality imagery.
- Delivered **6-screen high-fidelity prototype** in Figma, streamlining usability & projecting a 25% increase in conversion rates.

PixelPop | Lead Designer and Developer | Java, Android Studio | Mobile Application Development Spring 2023

- Led development and design of a mobile drawing game, implementing 3 interactive levels that challenged users to replicate pixel art from memory, boosting engagement by **25%** through enhanced UI and game flow.
- Built and refined core functionalities for key game activities (AnimalsAdventure, Draw, SelectAdventure), improving gameplay retention by **30%** through feature enhancements and user feedback integration.

Tuiter | Lead Designer and Developer | JavaScript, HTML/CSS, React.js | Full Stack Web Development Spring 2022

- Developed and designed a full-stack social platform inspired by Twitter, enabling user authentication, profile management, tweet creation, engagement features (likes, comments), and account deletion, resulting in a fully functional prototype with **100% feature completion**.

Professional Experience

Click2.ai • General Assembly | Lead Product Designer | Boston, MA Jul 2024 - Dec 2024

- Conducted a AI-powered B2B Platform Redesign, heuristic evaluation & redesigned responsive dashboards in **Figma**, informed by **5 user research interviews** and **3 usability test interviews** competitive analysis, to reduce cognitive load.
- Created **18-screen hi-fi prototype** & handoff documentation, boosting usability by **30%** from stakeholder feedback.

Audible | iOS UX Engineer | Newark, NJ Jan 2024 - May 2024

- Optimized app features with **Swift** and **SwiftUI**, to improve the UI interface, boosting **user retention by 15%**.
- **Conducted 100+ tests** with XCTest, reducing crash rates by **25%** and improving performance.
- **Migrated 10,000+ lines** of legacy code from Objective-C to Swift, enhancing workflows by **20%**.

Audible | Web UX Engineer | Newark, NJ

May 2022 - Aug 2022

- Designed an internal tool for **35,000+ employees**, streamlining workflows and reducing setup time by 30%.
- Built UI components with React, JavaScript, TypeScript, and Java, & deployed with AWS (CloudFront, S3, Lambda).
- Applied **Agile Methodologies** and **Jira** to improve team collaboration and project delivery.

Northeastern University | Graduate Teaching Assistant | Boston, MA

Aug 2021 - Feb 2022

- **Facilitated** learning in Discrete Mathematics and Data Structures and Algorithms for **30+ students**, enhancing material comprehension and long-term retention.
- Conducted weekly live Q&A sessions and provided individualized tutoring, addressing diverse learning needs and fostering a supportive academic environment.
- **Graded and assessed** assignments, quizzes, and exams, ensuring timely feedback and maintaining consistent communication via **Piazza**.

Boston Architectural College | Peer Design Tutor | Boston, MA

Jan 2019 - May 2021

- Provided one-on-one software tutoring for architectural subjects, including **AutoCAD, Revit, Rhino, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Lumion, and SketchUp**.
- Developed teaching materials for **20+** students across **5+** subjects, ensuring effective learning and skill-building in architectural software.
- Collaborated with cross-functional departments to offer personalized support, enhancing students' technical proficiency and project outcomes.

Mount Vernon Group Architects | Experience Designer | Wakefield, MA

Sep 2019 - June 2021

- Created 3D renderings and drawings for **7+ large-scale educational projects**, improving stakeholder alignment.
- Collaborated with stakeholders to meet user needs and budgets, boosting client satisfaction by **20%**.
- Presented designs to clients, achieving **100% approval** and completing **5+ public school projects** successfully.

Dakota Design Staff | Experience Designer | Boston, MA

Mar 2019 - Sep 2019

- Drafted existing conditions, space planning, and construction drawings using **CAD** and **BIM**, contributing to the successful completion of 5+ school and science lab projects with 100% compliance to design standards.
- Supported residential, mixed-use, and urban planning projects, contributing to designs that improved space efficiency by up to **15%** and enhanced functionality for end-users.
- Collaborated with senior architects to deliver construction-ready documentation, reducing project timelines by **10%** and ensuring consistent stakeholder satisfaction throughout project phases.

Build Health International | Experience Designer • Autodesk Expert | Beverly, MA

Jun 2018 - Aug 2018

- Conducted **design analysis** and research for **10+ buildings** in Haiti and Malawi, identifying opportunities to improve efficiency and reduce costs by **15%** in future projects.
- Evaluated past building performance, presenting findings that led to actionable improvements in construction standards for resource-limited settings.
- Collaborated with multidisciplinary teams, including engineers, landscape architects, and urban designers, delivering **3+ impactful presentations** that guided project enhancements.

Keenan + Kenny Architects | Experience Designer | Cape Cod, MA

Dec 2016 - Aug 2017

- Produced construction detail drawings for **15+ retail, residential, and mixed-use projects**, enhancing design accuracy and client satisfaction.
- Drafted and rendered detailed design drawings using **Revit, Photoshop, and Lumion**, incorporating **client and principal feedback** to refine proposals.
- Conducted site measurements and space planning, selecting materials for interior spaces, and ensuring projects aligned with client goals and aesthetic vision.

Education

UX Design Immersive Certificate of Completion | General Assembly | Boston, MA | GPA: 4.0, With Distinction

2024

Completed a 500+ hour immersive UX/UI design program, leading and collaborating on four end-to-end projects—from user research to prototyping, usability testing, and stakeholder presentations. Demonstrated leadership in human-computer interaction, managing remote Agile teams, driving iterative development, and ensuring project success.

Google Foundations of User Experience (UX) Design Certificate of Completion | Coursera | Remote

2024

Master of Science in Computer Science | Northeastern University | GPA: 3.7, GEM Fellow Award

May 2023

Certificate in Interior Architecture | Boston Architectural College | Boston, MA | Magna Cum Laude

May 2020

Bachelor of Architecture | Boston Architectural College | Boston, MA | Heenan Award for Academic Excellence

Dec 2019