

DEIA GREEN

UX/ Product Designer

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Los Angeles, CA 91364

INNOVATIVE PRODUCT DESIGNER WITH 4 YEARS OF EXPERIENCE IN DESIGNING DELIGHTFUL AND ENGAGING USER EXPERIENCES.

WORK HISTORY

Leading UX Designer - Universal Search Experience

Disney Entertainment and ESPN Technology | Hybrid, California |
06/2021 to 08/2023

- Owned **desktop, web and mobile (iOS and Android)** based user experiences for **5+ digital products** centered around storytelling and discovery
- Increased user engagement by 10% of Search and Browse experience for re-design of **ABC News and 18 OTV Android and iOS apps**
- Contributed 2 universal components to design system**, resulting in improved design patterns for Search.

UI/UX Design Intern - Android Security Application

NVIDIA | Remote, California | 08/2020 to 10/2020

- Designed an Android mobile application for a white-label security tool utilizing **Nvidia's Deep Learning and IVA** technologies.
- Maintained an average usability score of 84%** for video streaming and alert/event handling mobile experience by identifying and implementing key recommendations from research insights.
- Used product strategy to optimize the **information architecture of 2 user flows, Onboarding and Homepage**, informing improved iterations of the mobile design.

UX/Visual Design Intern

Disney Direct To Consumer And International | Glendale, CA |
05/2020 to 08/2020

- Delivered UI and motion design for coachmarks (teachable moments)** within 4 weeks for National Geographic mobile application, highlighting/clarifying new and updated features for subscribed users.
- Facilitated 3 cross-functional design workshops for Marvel Unlimited** that lead to improved mobile UX for "Previously read" and user-created reading lists.

UX Design Co-op - Multi-platform Online Community

Intuit | San Diego, CA | 01/2020 to 05/2020

- Collaborated with marketing, research, and product management to craft **expert community platform experience** for Turbo Tax Live and Quickbooks tax experts.
- Conducted 2 expert roundtables of 40 tax experts to understand what they value in community platforms, resulting in **'career development' being the top value by 37% of experts**.
- Increased social engagement **from 12% to 16% for domain experts** within the expert community by analyzing feedback and implementing insights into improved user flows.

Freelance Product Designer

North Carolina | 01/2018 to 08/2019

- Manatee**- Healthcare tech startup aiming to democratize **mental healthcare for children** through gamified family therapy.
 - Designed the UX/UI of a **new Parent Action list feature** for parent profile view that allow therapists to assign goals to parents to complete on Manatee mobile app.
- Code for Durham**- Non-profit organization that builds **civic-based web and mobile** experiences for the Durham City community in North Carolina.
 - Analyzed user feedback, identifying that **60% of its users reported significant weaknesses in construction of the website and the website's usability**.

SKILLS

- Usability Testing
- Interaction Design
- Wireframing
- Prototyping
- Motion

TOOLS

- Figma
- Sketch
- Adobe design software
- JIRA
- Confluence
- Principle

PROJECTS

- Snapchat**: Official Snapchat Lens Creator, 2019-present
- Snapchat, TikTok, Meta**: Freelance AR Designer

ACCOLADES

- Cast member Spotlight**, Disney 2023
- Grace Hopper Speaker**, 2022
- Black Girls Code**, spotlight speaker 2022
- Scholarship Recipient**, Grace Hopper Celebration 2019/2020

PERSONAL INTERESTS

- Visual design
- Mentor junior designers
- Baking
- Freelancing

EDUCATION

Rochester Institute of Technology

Master of Science | Human Computer Interaction

Graduated: 05/2021

Virginia Polytechnic Institute And State University

Bachelor of Science | Industrial Design

Graduated: 07/2017