Em Corace

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Director of Product Design & UX Research
Swiftly (Nov 2020 - current)

Product Design Manager

Senior Product Designer

- Spearheaded UX & visual design for Swiftly's first design system that still powers the mobile app and responsive web platforms, supporting 5+ million users, across 14 retailers
- Reduced design delivery time by 95% (dev-ready designs in 2 hours vs 1 month) by integrating emerging technologies and building repeatable internal processes
- Successfully managed and executed design and research across the product development lifecycle for 11+ retailers' apps and web properties within 6 months
- 70% increase in data-informed product initiatives due to my introduction of UX research as an internal resource

Lead Product Researcher & Designer
Native Voice (Jul - Dec 2020)

- Delivered data-driven product designs & specs for first product launch for the startup
- Defined research methods for voice assistant and audio hardware testing

Lead User Experience Architect
The Garrigan Lyman Group (Aug 2019 - Nov 2020)

- Increased digital engagement by 60% through a full redesign of a B2B + B2C e-commerce website with daily sales averaging $2 million
- Reduced cart abandonment by 14% for a raw dog food delivery company with redesigned customer onboarding form

UX Designer
Blue Cross Blue Shield (Jul - Nov 2020)

- Worked within an established visual design kit to design a new Remote Patient Monitoring (RPM) experience on web and mobile

Senior UX Designer
Connelly Partners (May 2018 - Jul 2019)

- Lead UX design at a mid-sized agency, typically allocated 4-6 digital & physical projects on a rolling basis

UX Designer
Arnold Worldwide (Aug 2017 - May 2018)

- Conducted an analysis of the employee experience to inform a series of skill growth programs that increased employee happiness by 5% within a year
- UX Designer at a globally-awarded ad agency, working on in-person experience design and digital products alike. Notable projects with American Airlines, CenturyLink, Jack Daniels, Jeep, and Progressive Insurance.

EDUCATION

BA Communications & Leadership

University of Rhode Island (Sep 2013 - May 2017)

President of the Anthropology Association
Studied Computer Science for 2 years

SKILLS

User Research, Experience Strategy, Information Architecture, User Interface Design, Usability Testing, User Journeys, Task Flows, Storyboards, Surveys, Graphic Design, Rapid Prototyping, Team Management, Workshop Facilitation, Interaction Design, Heuristic Evaluation, Competitive Analysis, Wireframes, Roadmap Planning, Design Systems, Component Design