

Emily Gary

PRODUCT DESIGNER & UX RESEARCHER

CONTACT

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SUMMARY

Product designer with 9+ years tech experience in UX, Product, and Analytics. I excel at designing creative solutions for human-centered tech under complex constraints with research-driven methodologies and conceptual design frameworks.

EDUCATION

Master of Fine Arts in Design and Technology

Parsons School of Design 2023

Bachelor of Science in Mathematics and Statistics

University of Nevada-Reno
Magna cum laude 2015

HONORS & AWARDS

Featured Artist, Museum of the Moving Image

Stories in Motion 2023

NASA Space Grant

Nevada Recipient 2014

CREATIVE PROJECTS

Graduate Teaching Assistant, Immersive Storytelling

Parsons School of Design 2023
Taught course on narrative design and mentored VR student projects in Unity 3D

Founder

Yellow Van Adventures - Madrid 2019
Founded hiking and adventure company

SKILLS

Product Design, Experience Design, UX Research, Interaction Design, User Personas, Prototyping, Usability Testing, Systems Design, Product Management, Go-To-Market Strategy, Customer Segmentation, Figma, SQL, Python, Machine Learning, Generative AI

PROFESSIONAL EXPERIENCE

Product Designer, Browsing and Buying

Apr 2024 – Present

Rent The Runway | New York, NY

- Designed end-to-end product reviews experience which increased customer photo uploads +36% and product review coverage +27% across desktop, mobile, and iOS surfaces.
- Implemented UX research and qualitative analytics workflows to support product design efficacy through user interviews, prototype testing, and task flow analysis

Senior UX Designer (UX Lead)

Oct 2023 – Apr 2024

Lower.com | New York, NY

- Led UX team of designers and product managers for consumer-facing fintech product
- Defined product roadmap, UX strategy, target user personas, and key user milestones for end-to-end user journey for web and mobile products
- Implemented iterative design framework with unmoderated user testing resulting in +31% increase in user completion rates for lead generation product
- Designed user experience for automated pre-qualification product which increased qualified lead volume +18% and NPS scores +21% within 6 months

Product Designer

May 2022 – Apr 2023

Fermat Commerce | New York, NY

- Designed personalized landing page product yielding +28% avg GMV lift for B2C e-comm clients
- Iteratively designed content-focused social shopping experience through competitive research, stakeholder workshops, heat map analysis, and usability testing
- Designed B2B conversion performance dashboard which increased platform engagement +40%

Product Design Consultant

Jan 2021 – Oct 2023

Freelance | Remote

- Designed AI-based R&D methodology to evaluate product-market fit through synthetic user testing and delivered end-to-end designs for smart device integration for medical device client
- Designed brand, UX, and product strategy for food truck client resulting in 170% growth YoY
- Designed mobile app flows to expand youth outreach for community-focused non-profit

Senior Customer Insights Analyst, UX Researcher

Oct 2019 – Oct 2020

Amazon Fashion Marketing EU | Madrid, Spain

- Defined new customer segments and target user personas for Amazon Fashion in response to pandemic-era market shifts through qualitative user feedback, analysis of user engagement data, trend cycle analysis, and machine learning models in Python
- Identified product opportunities to increase user engagement, basket size, and growth based on quantitative and qualitative user browsing behaviors
- Conducted user research, competitive analysis, and user behavior analysis to identify growth opportunities for Amazon Fashion in regional EU markets

Product Manager, Analyst II

Aug 2018 – Sep 2019

Amazon Transportation Services EU | Madrid, Spain

- Shipped EU-wide labor planning software increasing operational planning efficiency by 32% across 18 Amazon logistics centers
- Defined requirements for labor planning software based on user interviews and prototype testing
- Analyzed database architecture to identify technical barriers and scope backend requirements to ensure proper technical resourcing and on-time roadmap delivery

Business Analyst I/II

Jun 2015 - July 2018

Amazon Air | Seattle, WA

- Launched and managed Aviation Operations Analytics team responsible for design and implementation of internal workflow automation tools
- Designed, prototyped, and shipped automated operations management tools for flight-delay classification and fuel planning
- Developed and implemented predictive model for fuel planning resulting in 7% fuel efficiency and 11% fuel cost savings